

# THE ACUMEN

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January 2024

## WELCOME TO THE NEW BLACK CHAMBER

CBCC enters a new  
era with a new  
President & CEO

BY DR. ANGELIC COLE

**TAKING CARE OF  
BLACK COLORADANS**  
BY LAURA STEPHENS

**UNDERSTANDING  
ALZHEIMER'S**  
BY JIM HERLIHY

**BREAKING GROUND  
IN SUN VALLEY**  
BY NICOLE JILES



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- **Create** programs & services to support our Black-owned businesses
- **Connect** Black-owned businesses with each other
- **Collaborate** with corporate partners and other organizations to support Black-owned businesses

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# Contributors

## Editor

Alisha Harris, **Original Account Strategies**

## Contributing Writers

Don Appleby, Jonah Baker, Monica Brown, Nicole Dorsey, Mark Faul, Mike Flynn, Jim Herlihy, Nicole Jiles, Richardo Jones II, Laura Stephens

## Contributing Member Companies



## Open Submission

for Article Features



Would you like to share your story with a broader audience? Submit an article about your business or industry to be included in a future issue of The Acumen, a Colorado Black Chamber of Commerce monthly publication.

**Need more details?  
Contact Us!**

[TheAcumen@cbcc.biz](mailto:TheAcumen@cbcc.biz)

# President's Corner



## We're Back!

Dear Reader,

It is with great pleasure to welcome you to The Acumen, a monthly e-magazine for our Denver community. Colorado Black Chamber of Commerce has relaunched The Acumen for you to read about what our wonderful members are up to. In this inaugural issue we are hearing the stories from 8 companies from Health ONE to Whiting Turner Contracting Company. Any member is welcome to submit their work for publication.

Please submit to [TheAcumen@cbcc.biz](mailto:TheAcumen@cbcc.biz).

Since 1985, our mission is to support the initiatives of African American business owners and foster an enterprise that focuses on success and viability. We endeavor to create awareness and visibility of our efforts at local, state and federal levels through lobbying and advocacy. We strive to provide access to education and training that keeps African American business owners in step with the ever-changing requirements of Colorado's economic playing field.

Today, we have created 3 Special Interest Groups to address the needs of our members: Black Construction Group, Black Retailers Group, and the Black Professional Services Group.

These groups will provide monthly networking opportunities and information from expert speakers in their fields. Please check us out by reaching to our new Facilitator, Jevon Taylor, at [Jevon.Taylor@cbcc.biz](mailto:Jevon.Taylor@cbcc.biz).

This year, be on the lookout for our Quarterly Breakfast Series, Summer Lunch & Learn, and After-hours mixers. All are for our members to participate and gain additional tools to help their business grow. If you are not a member and are interested, please complete an application <https://members.cbcc.biz/member/newmemberapp/>.

As you read through this issue, please take time to get to know our members and what they do. You just might find a new opportunity for your business.

Let's have a great New Year!

Dr. Angelic Cole

**President & CEO**  
Colorado Black Chamber of Commerce



Images: March of Dimes; Getty Images;  
Stocksy; Adobe



# Take Care

**How HealthONE and HCA  
Healthcare are keeping  
Black Coloradans healthy**

**By LAURA STEPHENS**

Statistics clearly show that there are many health disparities in certain patient subsets, including Black and Hispanic/Latino populations. This is evident in the higher rates of illness and death across a wide range of health conditions in racial and ethnic minority groups, including diabetes, high blood pressure, obesity, asthma, and heart disease.

[HealthONE](#) and [HCA Healthcare](#) are proud to partner with organizations such as the [American Heart Association](#), the [American Diabetes Association](#) and [March of Dimes](#) to build a healthier Colorado for all and to ensure every person has the opportunity to live a healthy life.

## How HealthONE and HCA Healthcare are working to prevent, treat and beat stroke

Did you know someone in the U.S. has a stroke [every 40 seconds](#)? Stroke is a “brain attack” that most often occurs when blood that brings oxygen to your brain stops flowing and brain cells die. Stroke is a [leading cause of death](#) in the United States and is a major cause of serious disability for adults, according to the Centers for Disease Control and Prevention (CDC). It is also preventable and treatable.

“Black Americans have a higher prevalence of stroke and highest death rate from stroke than any other racial group. At HealthONE and the [Swedish Neuro Network](#), we are committed to the care of every individual as a whole and our care teams are invested in performing a thorough health-related social needs screening on all patients and tailoring our care plans to meet those needs,” said Jaya Kumar, M.D., M.B.A., chief medical officer, [HealthONE’s Swedish Medical Center](#).

### How does stroke impact Black Americans?

Younger people (under 65 years) who have diabetes and have an ischemic stroke are more likely to be Black. Ischemic strokes are caused by a blockage in an artery; these account for

about 87% of all strokes. Black stroke survivors are more likely to have difficulties doing daily activities. Also, Black stroke survivors are more likely than white stroke survivors to have a second stroke within a year and are more likely to die from that stroke. Black stroke survivors are significantly less likely to be treated for many complications, including fatigue, spasticity and depression, compared with white stroke survivors.

### Why are Black people at higher risk for stroke?

Not all the reasons are clear why Black people have an increased risk of stroke. We do know that there are a higher number of risk factors and societal challenges that may underlie new cases of stroke in Black Americans.

The experience of racism results in chronic discrimination, stress, and depression that adversely impact Black Americans. Excessive stress can lead to long-lasting and cumulative damage to the body and brain, resulting in deteriorating health in early adulthood among Black populations.

### Stroke risk factors in Black Americans include:

- [High blood pressure](#) — Over half of Black adults have high blood pressure. It develops earlier in Black people and is often more difficult to manage.
- [Overweight and obesity](#) — Almost 70% of Black men and over 80% of Black women are overweight or obese.
- [Diabetes](#) — African Americans are more likely to have diabetes than non-Hispanic whites.
- [Sickle cell anemia](#) — This common genetic disorder in African Americans is a risk factor for stroke.
- [High cholesterol](#) — Nearly 25% of Black people have high levels of “bad” LDL cholesterol.

- Smoking — Over 14% of Black adults smoke, increasing their risk of stroke two- to fourfold.
- Not exercising regularly — On average, fewer than half of Black adults meet the weekly goal of at least 150 minutes of moderate activity or 75 minutes of vigorous activity (or a combination of both), which increases their stroke risk.
- Stress — African American adults face daily stressors that may increase risk for stroke.

### **American Heart Association’s Getting to the Heart of Stroke initiative**

The American Heart Association’s Getting to the Heart of Stroke™ initiative, developed in conjunction with and supported through \$15 million in total funding from HCA Healthcare and the HCA Healthcare Foundation, focuses on preventing, treating and beating stroke by providing consumer and health care professional education nationwide, deepening collaboration

between neurology and cardiology and equitably empowering communities with information about stroke risk to improve health outcomes.

With individualized health education efforts in 15 local communities across the U.S., including in Denver with HealthONE, the initiative highlights the powerful connection between heart and brain health.

Identifying the cause of a stroke is critical to being able to prevent a subsequent stroke. Certain patient subsets, including Black and Hispanic/Latino populations, [face additional barriers to identifying and treating stroke risk factors](#), as well as receiving thorough assessment and treatment following stroke.

Atrial Fibrillation (AFib) is the most common irregular heartbeat and people with AFib have a three to five times greater risk for stroke. While some AFib risk factors, including uncontrolled [high blood pressure](#), [diabetes](#) and obesity, are more prevalent among Black people, they are



[less likely to be diagnosed with the condition](#), which may be related to race or ethnicity. Black adults also have a [higher prevalence of stroke](#) and the [highest death rate from stroke](#) compared to any other racial group. Getting to the Heart of Stroke will address these disparities through local health impact work in select communities. Focus areas may include women's health and wellbeing, high blood pressure management, nutrition security or tobacco/vaping prevention.

"What's good for the heart is good for the brain, but the reverse is also true: problems with the heart, including AFib, are well-documented as major stroke risk factors," says Nancy Brown, chief executive officer, American Heart Association. "To effectively combat stroke, we need to work together and elevate the heart-brain connection among health care professionals, while simultaneously addressing health disparities and resource gaps in our communities. We are not a one-size-fits-all nation, and neither is the most successful approach to public health."



### Know your risk

Stroke prevention starts with knowing the risk factors that increase the likelihood of having a stroke. Identifying the underlying cause of a stroke is also crucial to preventing subsequent strokes. [Common risk factors](#) include obesity, high blood pressure, diabetes, high cholesterol, alcohol or drug abuse, or heart disease. If you have any of these risk factors, it is important to discuss them with your doctor to manage and reduce your chance of stroke.

For example, patients diagnosed with atrial fibrillation are up to [five times more likely to experience a stroke](#). The American Heart Association's patient support network, [MyAFibExperience](#), empowers individuals to better understand and manage their stroke risk.

As part of the Getting to the Heart of Stroke™ initiative, the American Heart Association will work alongside the HCA Healthcare Foundation and HCA Healthcare to implement community education as well as provide professional education focused on identifying stroke risk factors projected through the lens of equitable health for all.



# KNOW THE SIGNS

When a stroke occurs, getting treatment quickly is crucial to decreasing the long-lasting effects of stroke. The signs of a stroke can be remembered with the acronym, **BE FAST**. Here are the symptoms that could mean you or your loved one is having a stroke:

- **Balance or the inability to maintain coordination**
- **Eyes or the inability to see out of one or both**
- **Face that is drooping on one side**
- **Arms or the inability to raise one or both**
- **Speech or the inability to repeat a simple sentence**

And if you or someone around you is experiencing the symptoms above, it is

- **Time to call 911 and seek emergency care.**

HCA Healthcare has a long history of prioritizing and working to continually improve patient safety. This includes reducing our average door-to-needle time to 34 minutes, which is faster than the national standard for stroke care.

## Share with your community

In order to beat stroke, we must decrease stroke for every member of our communities. HealthONE is dedicated to advancing health equity and bettering stroke care in all patient subsets, including all races and ethnicities. Some patient subsets, such as Black and Hispanic/Latinx populations, [face additional barriers to identifying and treating stroke risk factors](#), receiving thorough assessments and finding follow-up stroke care.

Getting to the Heart of Stroke™ addresses health disparities like this through local health impact work and community education in areas including women's health, high blood pressure management, nutrition security and tobacco/vaping prevention.

You can make a difference in your community by sharing your knowledge of stroke care and prevention with others. By sharing the resources in this article, along with additional resources provided by the [American Heart Association](#), [American Stroke Association](#) and the [Getting to the Heart of Stroke™ initiative](#), with your family and friends who may be at risk for stroke, you can help save lives.





## Maternal Health in Women of Color

From the moment we're born, aspects of our society and environment form a web of factors that affect our chance at a healthy start to life. From access to quality healthcare to housing, transportation and healthy food, the way our health, economic and education systems are built negatively affects some families and their babies more than others, even before birth, into their first years of life and beyond. We see the impact of these factors in things like the pre-term birth rate and maternal mortality and morbidities. For example, in the United States, the preterm birth rate among Black women is 52% higher and in Colorado it is 37% higher than the rate among all other women. In addition, women of color are up to three times more likely to die from pregnancy-related complications compared to white women. These inequities are unacceptable.

March of Dimes, HealthONE, the Colorado Black Chamber of Commerce and our partners believe that by working together we can confront inequities and ensure the health and wellbeing of every mom, birthing person and baby. Coloradans are encouraged to step up and take action by joining the . As a member, you are joining more than 200 national, state and local partners leading broad changes in policy, research, funding and systems to address maternal and infant health inequities. We also encourage you to mark your calendar for the Mom & Baby Action Network Summit on June 10 & 11, 2024 in Chicago, IL. Through this annual event you will be part of "Igniting Impact Together" and nurturing collaborative solutions to address the maternal and infant health crisis for families of color.

In celebration of their 85th anniversary, March of Dimes launched the inaugural [March of Dimes](#)

[Research Center for Advancing Maternal Health Equity](#) (The Center) to tackle the poor health outcomes and longstanding racial disparities that make the U.S. among the most dangerous developed nation for childbirth. The Center aims to study the causes of health inequities and provide solutions to the issues that impact moms and babies during the pregnancy journey.

With a vision of a world where everyone has an equitable opportunity for a healthy beginning, a healthy life, and healthy children, The Center will focus solely on research aimed at closing the health equity gap in maternal and infant health outcomes through scientific research and technology development. It will partner and collaborate with experts from Historically Black Colleges and Universities, Tribal Colleges and Universities and Hispanic Serving Institutions.

## Accelerating equitable healthcare for all

In 1993 the CDC described four major determinants of health: individual biology/genetics, healthcare quality and accessibility, environment in which the person lives, and individual behavior. Behavior accounted for 40% to 50% of the variations observed. 30 years later, we have made progress in understanding biology/genetics and made improvements in the quality and accessibility of healthcare. Not enough has been done to influence individual behavior. More work is needed to deal with mental health and addiction, as well as individual responsibility.

“There is no question that Black people have an increased risk of stroke and heart disease. Racism certainly plays a role and discrimination increases stress and depression, especially around health-related issues,” says Reginald Washington, M.D., former chief medical officer, [Presbyterian/St. Luke’s Medical Center](#) and [Rocky Mountain Hospital for Children](#). “Individuals, however, have a very important role and responsibility in improving their own heart health by making lifestyle changes including

eating more fruits and vegetables, reducing salt intake, increasing physical activity, not smoking, and losing excess body weight. We should seek medical attention when needed and be compliant with our medications. Prevention is extremely important in controlling our own heart health.”

HealthONE is committed to providing equitable access to high-quality care for its patients, as well as fostering a diverse and inclusive workplace for its colleagues. As part of HCA Healthcare’s continued commitment to providing equitable access to care, in 2021, the organization formed the HCA Healthcare Health Equity Council to analyze data related to patient outcomes, explore opportunities to address disparities and pursue partnerships with outside organizations.

The findings from HCA Healthcare’s annual equitable outcomes analysis have been used to shape the focus of initiatives undertaken by the council, including partnerships with community organizations and industry partners to address specific opportunities related to cardiovascular health, cancer screenings and navigation services, and maternal health for communities of color.

HealthONE is proud to be a part of HCA Healthcare as we continue to accelerate equitable access to healthcare.



**MAKE THE MOST OF YOUR  
MEMBERSHIP & JOIN A CBCC  
SPECIAL INTEREST GROUP**

# **Black Professional Services Group**

**Meets every fourth  
Thursday at 4:30 pm**

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**Pictured L to R: Sandra Chaves, Lauren Jones, Eileen Munoz, Jonah Baker, Nik Patel (Photo: Holmes Murphy & Associates)**

## Our Mile High Why

By JONAH BAKER, MIKE FLYNN, AND DON APPLEBY

It comes as no surprise that Colorado consistently ranks as a top ten state when it comes to overall satisfaction. What does it mean to live and work in our beautiful state? You can be your true self!

Here at **Holmes Murphy & Associates**, we believe that the people in the communities in which we live, work, and play want to see everyone succeed by freely making introductions, recommendations, suggestions, and referrals without expecting anything in return. Like many of us who have relocated to Colorado, you are not at a disadvantage when it comes to making business connections. Coloradans genuinely take an interest in you, your interests, your abilities, and are willing to listen. The environment, and ability to work and act by bringing your true personality to the table is inspiring, motivating, and uplifting.

Business is vibrant! This fact proved especially true in 2015

when Holmes Murphy (HMA) chose to climb a mile higher and opened an office in Denver. Clients and friends welcomed HMA, and we quickly realized the view was worth the climb.

Over the course of eight years, after starting with 6 key employees in Denver we now stand at 70 Colorado based colleagues who are all-in, not just for our clients but for the community. Our Denver team is part of HMA's 1,200 total staff across our operation and geographies under our 100% employee-ownership model.

What is our "why?" We promote health, protect wealth, and deliver peace of mind. Remarkably, every day for the past 90 years, HMA has "cared fully" to find opportunities to help emerging and established businesses. Whether small or big, every customer started with one employee, one truck, one project, or one idea. There is nothing more intrinsically rewarding than helping a promising business grow!

We've made intentional investments in many areas to perpetuate our promises to

customers and employees: Internships bringing in the next generation to learn fully about insurance, employee benefits, and surety bonds; Financial incubator known as Broker Tech Ventures for technologies that improve customer experience; captive resources to build wealth and drive down steadily rising cost of business; HMA Foundation supporting local non-profits; DE&I team who align with our Care Code: "Seek Understanding, Operate Courageously, Uplift Others, Lead Differently."

What a vibrant environment we enjoy in Colorado, where being free to choose to live and work in such an accepting and open place allows us all to participate as our true selves, willing to serve and deliver our motto and Care Code. Holmes Murphy is thrilled to be a member of CBCC to help continue to celebrate the rich history of African American owned business.

Our CEO, Dan Keough says "Our goal is to embrace and care for differences with intentionality and to make a difference, not only at HMA but also with our clients, partners, and in the communities we operate. Our efforts are designed with authenticity and aligned to our purpose with both employees and leadership fully activated and engaged. We believe there's a role for everyone in creating and sustaining a culture where we can all reach our unique potential." Well said Dan! And fits perfectly in Colorado.

# An Introduction to Whiting-Turner By MARK FAUL

Whiting-Turner provides construction management, general contracting, and design-build services on projects small and large for a diverse group of customers. Since 1909, we have been guided by the principles of integrity, excellence, and an unwavering dedication to customer delight. We bring strength and stability to our customers with financial independence, having not borrowed money since 1938.



We have been building in the Rocky Mountain Region for nearly 30 years. Our Denver office opened in 2002, Fort Collins opened in 2020, and Colorado Springs opened in 2023. We also have working locations in Aspen, CO and Salt Lake City, UT. We have over 135 full time personnel in the region and are proud that over 95% of our work is for repeat clients.

The dedication we have to customer delight and developing strong relationships with our subcontracting and design partners drives our corporate structure and our company's growth. Whiting-Turner has grown into a top 5 builder in the United States as listed in ENR's annual rankings. Our company is organized into over 160 operating groups across more than 60 locations nationwide, each managed by a vice president or senior manager. Even though our company is large, our decentralized organization makes us feel like a much smaller company. Each of the 160 operating groups performs between \$50M and \$250M worth of construction annually; our culture and corporate environment feels much more like a company that is performing work in this range.

Our culture of promotion from within means that each group leader has an average tenure of over 28 years with the company and has typically worked for Whiting-Turner their entire career. The Rocky Mountain Region has three operating groups, all led by career

Whiting-Turner employees: Eric Sullwold, Division Vice President, has been with Whiting-Turner for 23 years; Henry Ehrgott, Vice President, has been



with Whiting-Turner for 25 years; and Brennan Engel, Senior Project Manager, has been with Whiting-Turner for 16 years. Eric, Henry, and Brennan are supported by Mark Faul, Senior Vice President, who has been with Whiting-Turner for 38 years.

Our structure and the tenure of our leaders also allows most all decisions that directly support our clients to be made at the group level and by the project managers for each of our projects. Our corporate structure puts the decision-making apparatus that effects our project performance at our client's fingertips. Our local leadership teams have the autonomy for all project decisions.

Whiting-Turner has a unique approach to construction management; we assign a project team to each project from conception to completion. The project team provides all preconstruction services and then carries forward into construction, commissioning, and closeout. The project team becomes experts in each project during preconstruction, which then makes them the best team to build that project. This project-focused approach avoids miscommunication and disconnects that often arise in a more traditional, departmentalized strategy.

Our clients and design partners won't deal with a preconstruction manager and then be handed off to a construction project manager. Our approach fosters single-source accountability and ownership; the commitments made by our team during preconstruction is delivered to our clients by the same team during construction. Likewise, our design partners and trade partners enjoy a single point of contact and a relationship that fosters success by all parties. The commitment to our clients, success of their projects, and the delight of our customers is unparalleled in the industry. Whiting-Turner believes in a customized construction management approach. Every client and project are different, and we work with each to provide them the specific services and strategies needed. Every trade partner and design partner are unique as well, so we manage these relationships individually.

It is our goal to become the Rocky Mountain Region's preferred builder for our clients, our design partners, our trade partners, and our employees. In regards to Diversity, Equity and Inclusion, it is stated in our

## INTEGRITY



**Maintaining our dedication to the highest moral principles.**

## EXCELLENCE



**Continuously improving the quality of our work and services.**

## EXPERIENCE



**Constantly striving to exceed each client's expectations.**

## LEADERSHIP



**Providing our people with a challenging, secure and safe environment in which to achieve personal career goals.**

business plan for the Rocky Mountain Region that it is our goal that the “diversity of our population and leadership closely align with the diversity of the communities that we are engaged in.”

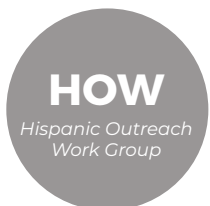
To achieve our diversity goals, we focus on both diverse hiring and on retention. We recruit from a broad spectrum of sources by expanding the number of schools we recruit at and are engaging at schools that have higher percentages of diverse populations. We also talk to students at various schools that are pursuing majors other than construction management or construction technologies. Additionally, we work to develop relationships with groups and organizations on university campuses that represent diverse groups of students. We attend national and regional conferences such as SWE, SHPE and NSBE. Our recruiting teams include existing employees from under-represented groups so students feel more comfortable interacting with us on college campuses or at conferences.

Our retention efforts include focusing on a culture of inclusion. We support our employees with both national and local Employee Resource Groups and celebrate these groups routinely. Every employee must complete anti-harassment and inclusion trainings that focus on unconscious bias and how to behave in an inclusive manner. We also highlight these topics in our corporate meetings and local trainings.

For more than 50 years, Whiting-Turner has been dedicated to the encouragement, advancement and use of minority-owned, women-owned, and small business in the construction industry. It is a matter of policy at Whiting-Turner that diverse and small businesses are afforded the maximum practicable opportunity to participate in the performance of all work. This includes trade contractors and equipment/material suppliers at any tier. It is also policy that the status of these expenditures be reported to senior management on a quarterly basis.

Our commitment goes well beyond the projects for which there are established goals. While we are very proud of our performance in those instances, we are prouder of the fact that 40 percent of our MBE and WBE expenditures take place on projects with no requirements. For decades, Whiting-Turner has set an industry example for strategic partnerships that benefit diverse and small businesses. Alliances with these firms have played an essential role in the success of our business.

Currently, we are pursuing design and construction companies that are City of Denver certified minority owned or woman owned companies for a significant project that will be located on Denver airport property. This project is scheduled to start design in the first quarter of 2024 and start construction in 2025.





**DHA staff and community partners break ground for Phase 3 of the Sun Valley neighborhood on November 2, 2023. (Photo: DHA)**

# Denver Housing Authority is Welcoming Families to Sun Valley

By NICOLE JILES

The Denver Housing Authority (DHA), Denver City Council President Jamie Torres and other strategic partners broke ground on Phase 3 of the Sun Valley neighborhood late last year and are now building the final phase to revitalize Sun Valley, a geographically central Denver neighborhood which was once home to some of the city's most vulnerable residents.

Driving down Federal Boulevard south of Colfax Avenue, new buildings have popped up to replace the 333 obsolete public housing units of Sun Valley homes. DHA is approaching the end of a decade-long redevelopment which includes affordable housing for one of the most diverse communities in Denver, with residents who speak more than 35 languages, Decatur Fresh (grocery store), a food incubator, community gardens and a riverfront park.

"We are proud to celebrate the transformational revitalization underway in Sun Valley, providing housing stability and economic opportunity for current and future generations," Denver Mayor Mike Johnston said. "All Denverites deserve to live in the city they serve with attainable, affordable housing, and this game-changing effort is delivering the type of innovative, mixed-income community where everyone can thrive."

DHA has been creating vibrant communities and sustainable neighborhoods since 1938 serving the residents of Denver by developing, owning,

and operating safe, decent, and affordable housing through a portfolio of more than 13,000 units. The organization provides affordable housing to more than 26,000 very low, low and middle-income individuals representing over 12,000 families.

"This is the final phase of our plan to revitalize the Sun Valley neighborhood," Joshua Crawley, Interim Chief Executive Officer said. "DHA has completed Phases 1 and 2, and with Phase 3 we will have leveraged a \$30M Choice Neighborhoods Implementation grant, awarded by HUD in 2016, into over \$375M of new development replacing the 333 obsolete public housing units of Sun Valley homes with 759 residential units across six multifamily buildings serving residents earning between 20%-100% of the area median income (AMI)."

Sun Valley's new affordable housing is geared towards both individuals and families with unique layouts designed to fit any lifestyle. They offer an array of amenities including fitness areas, community kitchens, lounge areas, playgrounds and even a basketball court on a rooftop deck overlooking the city. Thrive, which opened earlier this year, is located at 2660 West Holden Place. It is a community created for individuals and families and sits just steps from the Lakewood Dry Gulch and South Platte River regional trails in the heart of the Sun Valley neighborhood. GreenHaus also opened earlier this year, is a building created for families along 13th Avenue. GreenHaus has a range of bedroom types from one-bedroom units to five-bedroom units, including 11 townhomes. The building includes affordable and market-rate units. Eventually, the Sun Valley neighborhood will be connected by light rail, pedestrian walkways, and bike paths to make commuting from Downtown to Sun Valley easy.

Sun Valley residents now have a food option close to home. Decatur Fresh is a grocery store that has opened on the ground floor of DHA's Gateway South building. A food incubator project will also open in Joli, part of the Phase 3 redevelopment. It is designed to provide education to residents of the community who are interested in exploring entrepreneurial career paths.



**An aerial view of Sun Valley in Denver, CO. (Photo: DHA)**

Final construction for Phase 3 is underway and includes Joli, Sol and Flo. Joli and Sol are mixed-income communities. Flo will be the last in this phase to begin construction and is a 12-story high rise; catering to the neighborhood's 62+ and non-senior disabled population, completing the Choice Neighborhoods community.

When completed, Joli will offer 80 affordable units made up of 30 one-bedroom units, 27 two-bedroom units, 11 three-bedroom units, 10 four-bedroom units, and two five-bedroom units. Sol will include 132 affordable units, 19 one-bedroom units, 68 two-bedroom units, 25 three-bedroom units, and 20 four-bedroom units. And Flo will feature 212 affordable units for Seniors (age 62+) and disabled (18+) individuals that include 202 one-bedroom and 10 two-bedroom units.

Other planned projects for the neighborhood focus on Sun Valley's unique challenges and celebrate its international culture. These initiatives include a Community Grow Garden, a partnership between DHA and Denver Botanic Gardens to bring fresh produce directly to the community, and a riverfront park will encourage recreational activities in a much-needed greenspace. The riverfront park project is being developed by DHA through an Inter-Governmental Agreement (IGA) with the City and County of Denver and supports the vision to revitalize and energize the South Platte River.

Strategic partners helping to redevelop the Sun Valley neighborhood include general contractor Shaw Builders and OZ Architecture building Joli, general contractor I-Kota and Studio 646 Architecture building Sol, and general contractor Shaw Builders and OZ Architecture building Flo. The 13th Avenue Realignment Infrastructure and the Sun Valley Redevelopment Infrastructure team includes general contractor Pinkard Construction along with architect Matrix Design Group.

Improving the quality of life for all DHA residents and neighboring communities is a top priority. The vision is every individual or family shall have quality and affordable housing, in communities offering empowerment, economic opportunity, and a vibrant living environment.



**(from left to right) DHA Resident and Community Services Director Annie Hancock, DHA Chief Real Estate Investment Officer Erin Clark, and DHA Interim Chief Executive Officer Joshua Crawley at the groundbreaking ceremony for Phase 3 of the Sun Valley neighborhood on Nov. 2, 2023. (Photo: DHA)**



A NATIONAL  
**MAIN STREET BANK**

*Photo: PNC Bank*

## **Our Company** By NICOLE DORSEY

For more than 170 years, PNC has been committed to improving the financial lives of the people we serve and the places they call home. While we've grown in size and capabilities, we've remained true to our main street values — doing business with integrity and respect, making our customers the center of all we do, focusing on teamwork and performance, nurturing and growing a talented, diverse and inclusive workforce and improving quality of life for all our stakeholders.

Today, PNC is committed to delivering on these values coast-to-coast through our main street bank model. Headquartered in Pittsburgh, Pennsylvania, The PNC Financial Services Group, Inc. (NYSE: PNC) is one of the largest diversified financial services institutions in the United States, with assets of \$557 billion as of September 30, 2023.

PNC offers a wide range of services for our customers — including individuals, small businesses, corporations and government entities — through our Retail Banking, Asset Management Group (AMG), and Corporate and Institutional Banking (C&IB) business units. We provide banking services through a coast-to-coast retail branch network and a presence in the country's 30 largest markets, as well as through

strategic international offices in certain foreign jurisdictions.

As a national main street bank, we are committed to delivering on our strategic priorities while simultaneously looking out for the best interests of our customers, communities, employees and shareholders. We manage our company for the long term. We are focused on the fundamentals of growing customers, loans, deposits and revenue and improving profitability, while investing for the future and managing risk, expenses and capital.

We continue to invest in our products, markets and brand, and we embrace our commitments to our stakeholders. We are focused on delivering products and services to our customers with the goal of addressing their financial objectives and needs. Our business model is built on customer loyalty and engagement, understanding our customers' financial goals, and offering our diverse products and services to help them achieve financial well-being.

We're committed to doing the right thing for our shareholders, customers, communities and employees. We do this work because it helps our stakeholders succeed, and because it helps our business succeed, and we continuously refine our strategies to address the changing needs of the various constituencies we serve.

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Images: Adobe



# **Alzheimer's: A Tragic Disease That **Too Often** Goes Undiagnosed**

**By: JIM HERLIHY**

As we age, memories can become more elusive. We compensate. Lists on the refrigerator. Reminders to ourselves. Sticky notes all over.

But what happens when memory loss begins to disrupt our daily lives? When we have difficulty completing familiar tasks? When we have trouble retracing our steps? Where can you turn for knowledgeable and confidential counsel, and emotional support, on what lies ahead?

That's where the **Alzheimer's Association** can help. The Association and its free 24/7 Helpline (800-272-3900) is the best source for confidential information from professional staff trained to help with questions about memory loss and what steps individuals – or family members – can take to determine if the issue could be related to dementia or another, more routine cause.

"There are a number of factors that could play a role in memory loss, ranging from nutritional deficiencies, stress and changes in medications to severe events such as a stroke," said Jeff Bird, executive director of the Alzheimer's Association of Colorado. "All memory loss isn't necessarily a sign of Alzheimer's disease, so we always recommend that people speak with their family doctor."

### **Blacks at higher risk**

Of those affected by dementia, nearly two-thirds are women. African-Americans are twice as likely as whites to be diagnosed, and Hispanic-Latinos are 50% more likely to receive a diagnosis than whites. Higher rates of cardiovascular disease

and diabetes are believed to be contributing factors for this increased risk of developing dementia, although researchers are exploring stress and socioeconomic conditions as other considerations.

Researchers are hoping to increase the number of Blacks, Hispanics, Native Americans and other communities in Alzheimer's research to help determine if the medications and treatments involved in ongoing research studies would be more or less effective in different population groups. The Alzheimer's Association has a free clinical trial matching service, TrialMatch, which connects individuals living with Alzheimer's, caregivers and health volunteers to clinical trials that may advance Alzheimer's research. The service is free. Information is available by calling the Association's Helpline.

Helpline staff can field questions in more than 200 languages. If, ultimately, the diagnosis is Alzheimer's, Helpline staff can provide connections to an extensive network of local services and information resources that can help families.

### **How pervasive is the Alzheimer's challenge?**

Alzheimer's disease is arguably the most challenging health issue facing the United States and the world today. It is the seventh-leading cause of death, and only leading disease without a prevention or cure. Today, an estimated 55 million people around the world are living with Alzheimer's, including nearly 7 million in the U.S. and 76,000 Coloradans. The disease kills more people annually than breast and prostate cancers combined.

It is estimated that more than 1 in 9 people in the U.S. (11.3%) age 65 and older has Alzheimer's disease. The cost of caring for those individuals is enormous. Currently, nearly \$1 of every \$5 in Medicare funds is spent on people with Alzheimer's and other dementias. By 2050, that is projected to increase to \$1 of every \$3 if a cure is not found.



## 5 myths about Alzheimer's disease

Despite its prevalence, Alzheimer's disease is not widely understood. Even some of the people most clearly at risk will go to great lengths to maintain a distance from the illness.

"Callers to our Helpline sometimes won't even give us their name," said Bird. "For some, acknowledging their concerns about memory loss may be an admission of their worst fears – that they have Alzheimer's disease. For that reason, many people don't want to address the subject. But it's important for people to realize that there can be other causes of memory loss, making it crucial to get a doctor's diagnosis."

The Alzheimer's Association is the largest non-governmental source of funding for research to find a cure for the disease. Currently the Association has over \$360 million invested in 1,000 research projects in 53 countries. That research is ongoing. Until a cure is found, people should be aware of some common myths regarding Alzheimer's:



### **Myth 1: Memory loss is a normal part of aging**

**Reality:** While it's normal to have occasional memory lapses as we age, such as forgetting names of someone you just met, when that memory loss disrupts one's daily life, that is a cause for concern. The frequent memory loss that is part of Alzheimer's results in needing to rely on memory aids or family members for things that one previously handled on their own.

### **Myth 2: Alzheimer's is not a fatal disease**

**Reality:** Alzheimer's disease is America's seventh-leading cause of death – ahead of breast and prostate cancers combined. It slowly destroys brain cells, ultimately leading to the loss of body functions and death.

### **Myth 3: Alzheimer's only affects the elderly**

**Reality:** 6.7 million Americans over age 65 are living with Alzheimer's. More than 200,000 additional people in the U.S. under age 65 are living with the disease.

### **Myth 4: The risk from Alzheimer's is the same for everyone**

**Reality:** While the main risk factor for Alzheimer's is aging, some population groups are at greater risk than others. Black Americans are twice as likely as whites to be diagnosed, and Hispanic-Latinos are 50% more likely. And, as a group, two-thirds of Americans with Alzheimer's disease are women.

### **Myth 5: I can ignore the symptoms of Alzheimer's and get by**

**Reality:** Some people are able to temporarily work around the memory loss and other symptoms of Alzheimer's, compensating in other ways, but delaying diagnosis is detrimental because it also delays access to medications, supportive services, planning and other resources that help both the person with Alzheimer's as well as caregivers and loved ones. Delaying the diagnosis does not delay the progression of the disease.

To learn more about Alzheimer's disease and services available through the Alzheimer's Association, go to [www.alz.org](http://www.alz.org) or call the free Helpline, staffed around the clock by trained professionals, at 800-272-3900. All programs are available to families at no charge.



## Promising new Alzheimer's research

The world's largest forum for the dementia research community, the 2023 Alzheimer's Association International Conference (AAIC) drew more than 10,000 researchers from around the world to Amsterdam, Netherlands. Following are highlights of some of the leading research projects that were presented at this year's forum.

### ► Promising results from donanemab phase 3 trials

Phase 3 trial data for donanemab (monoclonal antibody that targets amyloid, a sticky neuron-damaging protein in the brain) among patients in the early stages of Alzheimer's showed a 60% slowing of cognitive decline compared to patients on placebo.

► Nearly half (47%) of study participants at the earliest stage of the disease who received donanemab had no clinical progression at one year.

### ► Hearing aids slow cognitive decline

Hearing loss is present in 65% of adults over age 60, according to researchers. This study looked at a subgroup of older adults with hearing loss who were at higher risk for cognitive decline (about ¼ of the total study population). This study showed that those participants at highest risk for cognitive decline who utilized hearing aids and hearing counseling for three years cut their cognitive decline in half (48%).

### ► Gut health & constipation

16% of the world's population struggles with constipation – more among older adults due to fiber-deficient diets, lack of exercise and the use of certain medications. Researchers found that bowel movement frequency of every three days or more was associated with 73% higher odds of subjective cognitive decline and long-term health issues like inflammation, hormonal imbalances and anxiety/depression.

### ► Advances in blood tests for Alzheimer's

A simple finger-prick blood test, similar to what people with diabetes do daily, shows promise in the ability to detect Alzheimer's disease. Researchers in Sweden collected blood samples and shipped them overnight, without temperature control or cooling, and found the results for detecting warning signs of tau and other elements consistent with Alzheimer's risk to be comparable to standard blood collection.

► The ability to collect blood samples remotely, without refrigeration, will significantly increase the accessibility of these tests, particularly to rural areas.

► In a related Swedish study, primary care physicians (PCPs) correctly identified the presence of Alzheimer's-related changes in 55% of cases while the blood test did so in more than 85% of cases.



▶ **New use of opioids increases risk of death in older adults with dementia**

This study of the entire population in Denmark age 65 and older diagnosed with dementia between Jan. 1, 2008, and Dec. 31, 2018, found a fourfold increased excess mortality risk among participants within 180 days after their first opioid prescription. Strong opioids (including morphine, oxycodone, ketobemidone, hydromorphone, pethidine, buprenorphine and fentanyl – used to relieve pain when milder medicines are not effective) were associated with a sixfold increased mortality risk. Among those who used fentanyl patches as their first prescription, 64.4% died within the first 180 days compared with 6.4% in the unexposed group.

▶ **Cognitive benefits of volunteering**

Volunteering in late life is associated with better cognitive function. A University of California-Davis study found that volunteering was associated with better baseline scores on tests of executive function and verbal episodic memory.

▶ **University of Colorado study**

A study by University of Colorado researchers of an adult population aged 70 to 79 showed that volunteering was related to 16% lower odds of developing dementia (24% lower among women). While there are benefits to remaining cognitively active through employment after the traditional retirement age, researchers noted that volunteering may provide added benefits

because volunteering “is mentally and emotionally rewarding.”

▶ **CRISPR & gene editing**

Two new studies used the Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) system, which is emerging as one of the most powerful tools in the search for new drugs. One study at University of California at San Diego developed a strategy that targets the amyloid precursor protein that plays a central role in Alzheimer’s. Another team at Duke University reported on a strategy to reduce APOE-e4, which is the most significant Alzheimer’s genetic risk factor for some populations. While both studies are preliminary (conducted in mice), they are part of an exciting new frontier in Alzheimer’s research.

▶ **First-ever county-level Alzheimer’s prevalence statistics**

The Alzheimer’s Association has released the first Alzheimer’s prevalence statistics for all 3,142 counties in the United States. The average for the U.S. among adults 65 and older is 10.7%, but higher rates were found in numerous areas in the East and Southeast. Miami-Dade County was highest at 16.6%. Statewide, Colorado’s rate is 10.4%. Age is the leading risk factor for Alzheimer’s, but Blacks and Hispanics are at higher risk for developing the disease due in large part to factors including higher rates of heart disease and diabetes.



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Dr. Henry Kempe with a group of kids. (Photo: Kempe)

## Centering Colorado's Youth for over 48 years

By MONICA BROWN

The Kempe Foundation was established in 1976 as an independent non-profit organization to partner with the Kempe Center, which resides within the Department of Pediatrics at the University of Colorado School of Medicine. The Kempe Center is a leading institution addressing child maltreatment by improving the well-being of children and families, strengthening their communities, and enhancing the systems serving them through evidence-informed services, transformative research, learner-center education, and effective advocacy, all through an equity lens. We ensure the integration of justice, equity, diversity, and inclusion in all areas of our work by way of discovery, leadership, action, accountability, evaluation, and transformation. We are a catalyst, connecting people, information, and best practices to translate knowledge into action. The Kempe Foundation believes that every child should have the opportunity to develop and grow in a safe, healthy, and nurturing environment. We

seek to achieve that belief by providing financial support to the professionals at the Kempe Center, engaging in public policy and advocacy aimed at rule makings and appropriations in support of children and families, and through collaborating with community partners to reach as many children and families as possible.

Some examples of Kempe Center programs and our recent advocacy efforts include the following:

### TRIP in Schools

The Trauma-Responsive Implementation and Practice (TRIP) program provides exceptional trauma-responsive and culturally appropriate practices to those desiring adult learning and systems improvements. One key TRIP initiative is TRIP in Schools, which began in Montezuma County at Kemper Elementary School. During our annual gala fundraiser, we heard from the principal at Kemper who shared how the dedication from the TRIP program positively impacted teachers, administration, staff, and families through trauma-informed trainings.

- TRIP develops, implements, and disseminates trauma-informed and culturally responsive

training curricula to a diverse workforce in Colorado and provides technical assistance. Over 4,000 professionals around the state utilize the Colorado Systems Training Institute (CSTI) learning management system managed by TRIP.

- The Trauma-Responsive Schools Theory of Change Toolkit authored by Drs. Gomez and Fauchier have been downloaded by more than 800 users representing more than 25 states and 7 countries.
- TRIP has trained 1,330 professionals over the past three years from child welfare, school system, infant mental health and early education providers, juvenile justice system, and health care system, in topics such as trauma-responsive practices, diversity-informed practices, reflective practices, and cultural responsiveness.
- TRIP In Schools is now being implemented in three elementary schools in Weld County reaching nearly 2,000 students and 250 teachers and administrators. There are plans underway to roll out to three additional elementary schools in the 2024/2025 academic year and reach thousands of more students and hundreds of more teachers and school administrators.

### CARE Network

Kempe's CARE (Child Abuse Response and Evaluation) Network of medical providers (physicians, physician assistants, nurse practitioners, and forensic nurse examiners) include experts in the area of pediatrics and emergency medicine. Our behavioral health providers are trained in evidence-based trauma treatment modalities, child development, trauma, complex trauma, and family systems.

At the conclusion of our third year of implementation, we currently have one or more trained providers in 39% (25) of Colorado's 64 counties with 66 trained Network providers across the state.

When retuning providers are surveyed about how participation in the CARE Network has improved their communities:

- 95% indicated improved access to medical

exams.

- 89% noted improved access to behavioral health assessments.
- 86% identified improved coordination with other child and family servicing agencies.

CARE Network providers performed holistic evaluations-consistently identifying issues and translating those into coordinated referrals for children and families.

### FHF

Fostering Healthy Futures (FHF) — an evidence-based intervention developed by Professor Heather Taussig and colleagues — is celebrating its 20th anniversary. The positive youth development program uses mentoring and skills development to empower youth with child welfare involvement to create their own healthy futures. After running randomized controlled trials of FHF spanning decades, the FHF team is focused on implementing the intervention more broadly, helping even more youth and families to thrive. FHF has served more than 1,000 children and youth, and the program has trained more than 400 social work, psychology and public health graduate students who have interned as mentors or assisted with research. In a recently funded bill to prevent youth homelessness in Colorado, FHF was included as an example of the type of program to support for expansion, based on its strong evidence. FHF is now partnering with various agencies across the state to broaden the reach and help more children and families.



### **Kids in Care Settings (KICS) Clinic**

Kempe’s newest initiative started in April 2023. The KICS Clinic is a Children’s Hospital Colorado specialty primary care clinic in affiliation with the Kempe Center, which is for children and teens who are in out-of-home placement. Data shows that these children often don’t receive care on a timely basis and their needs may be complex in nature. Our care model is trauma-informed, culturally responsive, and focuses on both biological families as well as foster and kinship families. The Clinic also works with community partners and are committed to health equity. The Clinic’s highly awaited services include integrated mental and behavioral health, physical health, dental care, care coordination, community health navigation, social work, and behavioral health navigation. Preliminary results are proving this clinic will significantly help this vulnerable population.

### **Public Policy Activities**

A primary focus of The Kempe Foundation’s public policy and advocacy efforts goes toward maintaining and expanding funding for child abuse and neglect prevention programs that we know work for children and families. We testified in support of several bills, including a bill focused on the prevention of youth homelessness for kids in foster care that highlighted two Kempe programs, Fostering Healthy Futures and Multi-Systemic Therapy, which show evidence in reducing homelessness for these children as well as promoting other meaningful benefits addressing the mental and behavioral health needs of children in care settings. This included expansion of state funding for prevention programs targeted at youth homelessness. We also supported legislation aimed at removing barriers for kinship placements, continuing to advocate for better mental health care for youth, and protecting the rights of Colorado’s tribe members in child welfare interactions. The following are 9 bills that Kempe supported, which passed in the 2023 Colorado state legislative session.

### **PUBLIC BEHAVIORAL HEALTH**

HB23-1003 School Mental Health Assessment  
HB23-1269 Extended Stay and Boarding Patients

### **CHILD WELFARE**

HB 23-1024 Relative and Kin Placement of a Child  
HB23-1043 Emergency and Continued Placement with Relative or Kin  
HB23-1142 Information of Person Reporting Child Abuse  
SB23-082 Colorado Fostering Success Voucher Program  
SB23-211 Federal Indian Child Welfare Act Of 1978

### **OTHER/SYSTEM CHANGE**

HB23-1108 Victim and Survivor Training for Judicial Personnel  
SB23-002 Medicaid Reimbursement for Community Health Services

The Kempe Foundation is pleased to be a member of the CBCC, and we look forward to learning more about other CBCC members and their activities and impacts in the community. We would welcome the opportunity to share more about the Kempe Center and the incredible professionals who work tirelessly for the improvement in well being for children throughout Colorado.





Image: Adobe

## **Vectra Bank Helps Minority Business Owners with Small Business Diversity Banking Program** By RICHARDO JONES II

At Vectra Bank, we want to give more businesses the chance to grow and prosper. Access to capital can be a challenge for businesses owned by minorities, women, Veterans, and the LGBTQ+ community. So we're investing in greater equity for these communities through our Small Business Diversity Banking program.

We take our role as a community bank seriously. Getting a loan doesn't have to be a challenge, and the Vectra Bank Small Business Diversity Banking Program provides greater access to capital for minority business owners. Our knowledgeable bankers treat these businesses and business owners as valued members of the community, simplify the loan process, explain financing options, and ease the burden of securing short-term or long-term capital. The program also aims to help minority business secure financing by relaxing certain underwriting criteria for those who might otherwise not be approved under our conventional criteria.

### **Who qualifies for a Minority Small Business Loan?**

In order for a business to qualify for this type of loan, more than 50 percent of the ownership or control must be held by one or more minority. The program defines minorities as Black or African American, Asian, American Indian or Alaska

Native, Native Hawaiian or other Pacific Islander, and/or Hispanic or Latino. The business must be located in Colorado, have been in business for at least two years, and Gross Annual Revenue is not to exceed \$10 million.

### **What types of loans are available?**

Our business bankers are experts in a variety of industries, and will sit down with business owners to discuss their individual needs, their market, and how to best capitalize on growth opportunities. They can help determine the right loan to expand a business, refinance debt, purchase assets, or meet other short- or long-term needs. Businesses may qualify for lines of credit, term loans, owner-occupied real estate loans, and long-term fixed asset financing.

Short-term and long-term financing is available. Short-term funds can fund immediate needs such as working capital, payroll, and accounts receivable. It can also be used for inventory purchases or marketing activities. Short-term financing can also help with seasonal shortfalls or provide overdraft protection for a business deposit account.

Long-term financing can be used for commercial real estate, refinancing existing debt, or funding future growth and business acquisitions. The security of a term loan can also be used to finance permanent working capital or purchase fixed assets such as equipment, vehicles, fixtures, and furniture.

### **Program Statistics**

Since the Small Business Diversity Banking Program launched in early 2021, over 12,000 applications have been received. The bank has successfully approved \$469 million in small business loans for eligible businesses as of September 30, 2023.

If you would like to learn more about Vectra Bank's Small Business Diversity Banking Program, please visit us online at [www.vectrabank.com](http://www.vectrabank.com) to learn more and connect with a banker.

# Member Insights

We value the experiences and challenges faced by our small Black-owned business members post-pandemic. To better understand and support your needs, we invite you to participate in our brief poll. Your insights are crucial in helping us tailor our resources and advocacy efforts effectively. Please take a moment to share your perspective.

**[Click Here to take the Poll](#)**  
**(opens in a new window)**

**1. Post-pandemic, would you describe your business as stable or unstable?**

Stable  
Unstable

**2. Are you having difficulty finding and retaining staff?**

Yes  
No

**3. Did you lay off employees in 2023?**

Yes  
No

**4. Since the pandemic, have you had difficulties in keeping up with your utilities?**

Yes  
No

**5. Have you had difficulties keeping up with any other bills?**

Yes  
No

**6. Please describe those bills.**

*(optional)*

**7. What is your business name?**

*(optional)*

**Thank you for sharing with us!**

# Editorial and Deadline Calendar

## Featured Topic

## Space Reservations

## Materials Due

### February 2024

Black History Month

Tuesday, January 16

Friday, January 19

### March 2024

International Women's Day

Wednesday, February 14

Monday, February 19

### April 2024

Black Women's Month

Friday, March 15

Wednesday, March 20

### May 2024

National Small Business Month

Monday, April 15

Friday, April 19

### June 2024

Juneteenth

Wednesday, May 15

Monday, May 20

### July 2024

International Day of Cooperatives

Friday, June 14

Tuesday, June 18

### August 2024

National Black Business Month

Tuesday, July 16

Friday, July 19

### September 2024

911 Memorial

Friday, August 16

Tuesday, August 20

### October 2024

Health

Monday, September 16

Friday, September 20

### November 2024

Youth Entrepreneurs

Tuesday, October 15

Friday, October 18

### December 2024

National Write a Business Plan Month

Thursday, November 14

Monday, November 18

### January 2025

A Salute to Dr. Martin Luther King, Jr.

Friday, December 13

Wednesday, December 18

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<b>Junior Page</b>	\$750.00	\$675.00	\$600.00	\$525.00	\$450.00
<b>Half Page</b>	\$500.00	\$450.00	\$400.00	\$350.00	\$300.00
<b>Quarter Page</b>	\$250.00	\$225.00	\$200.00	\$175.00	\$150.00
<b>Eighth Page</b>	\$125.00	\$112.50	\$100.00	\$87.50	\$75.00
<b>Sixteenth Page</b>	\$62.50	\$56.25	\$50.00	\$43.75	\$37.50

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<b>Full Page</b>	8.500 w x 11.000 h	8.750 w x 11.250 h
<b>Junior Page</b>	5.000 w x 7.750 h	5.250 w x 8.000 h
<b>Half Page - Horizontal</b>	7.500 w x 4.875 h	7.750 w x 5.125 h
<b>Half Page - Vertical</b>	3.625 w x 10.000 h	3.875 w x 10.250 h
<b>Quarter Page - Horizontal</b>	4.875 w x 3.625 h	5.125 w x 3.875 h
<b>Quarter Page - Vertical</b>	3.625 w x 4.875 h	3.875 w x 5.125 h
<b>Eighth Page (business card) - Horizontal</b>	3.500 w x 2.000 h	3.750 w x 2.250 h
<b>Eighth Page (business card) - Vertical</b>	2.000 w x 3.500 h	2.250 w x 3.750 h
<b>Sixteenth Page</b>	1.750 w x 2.375 h	2.000 w x 2.625 h

**To purchase advertising space, or to request more information, please contact [TheAcumen@cbcc.biz](mailto:TheAcumen@cbcc.biz).**



## ATTENTION ALL CBCC MEMBERS!

Want to share your story with fellow members?  
Submit an article about your business or industry to be  
included in **THE ACUMEN**, a Colorado Black Chamber of  
Commerce monthly publication.

## Are you a member of the Colorado Black Chamber of Commerce?

The CBCC is a thriving business community that is driving success for Black-owned business. We create programs and services for business assistance and support; we connect Black-owned businesses with each other for networking and visibility; and we collaborate with corporate partners and other organizations to support the community as a whole. The Colorado Black Chamber of Commerce is the voice of Black business owners and an advocate for resources and policies that impact us.

Our membership offers unparalleled networking opportunities, exclusive access to business resources, and strong advocacy for your business interests. Elevate your business with our educational workshops and events that keep you at the forefront of industry trends. Connect, grow, and succeed with a community that champions your success. Take the first step towards unlocking your business's full potential.

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