

Celebrating CBB's 40th Anniversary

THE ACUMEN

June 2025



COMMUNITY IS THE CAREER

A Conversation With
Norman Harris

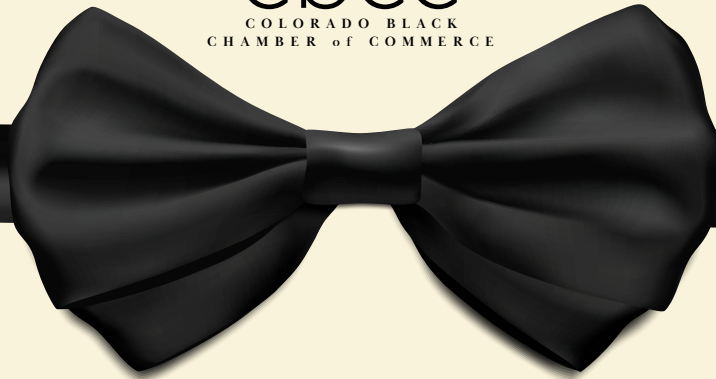
BY DR. ANGELIC COLE

NOT ANOTHER BLACK
ART SHOW
AMY NORTON

THE BUSINESS OF
WATER
DALE R. HUNTER

HEAT AND
ALZHEIMER'S
JIM HERLIHY

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You're invited to the Colorado Black Chamber of Commerce's

40th Anniversary Gala



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<https://cbcc.biz/annual-gala>



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NOT ANOTHER BLACK ART SHOW
CURATED BY: TYREE JONES-EVANS

NIZA KNOLL GALLERY
915 Santa Fe Dr.
Denver, CO 80204

May 30th - June 29th
Reception: June 7th, 6-9pm
Panel: June 20th, 1-4pm

Gallery Hours:
Thurs - Sun 1-4 pm
First Fri 5-9 pm
Third Fri 5-8 pm
Last Sun 12-3 pm

Artist: Johnny Draco, Joseph Groves, Jamine Holmes, Tyree Jones
www.Niza.com

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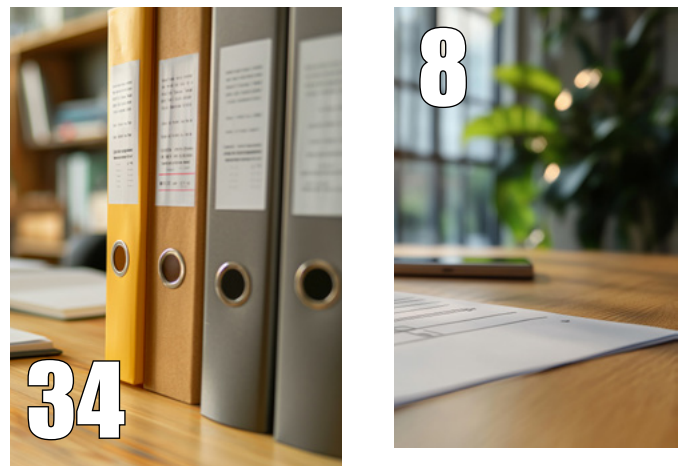
Black Retailers Group Monthly Meeting

Opportunities and Access

Virtual Meeting. Link will be shared with those who register.

Monday, June 2, 2025
4:30pm - 6pm

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Contributing Member Companies

Seeking Submissions

for Article Features



Would you like to share your story with a broader audience? Submit a 2,000-5,000 word article about your business or industry to be included in a future issue of [The Acumen](#), a CBCC monthly e-magazine publication.

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TheAcumen@cbcc.biz

President's Corner

Juneteenth: A Celebration of Freedom Amidst a Shifting Political Landscape

Dear Reader:

Juneteenth's recognition as a federal holiday in 2021 marked a historic step in acknowledging Black liberation. However, the celebration's impact goes beyond commemoration—it serves as a lens through which to examine racial equity, economic empowerment, and political discourse. In recent years, political debates on race-conscious policies, diversity initiatives, and economic justice have influenced Juneteenth's public reception. While some view its national recognition as progress, others see it as symbolic without meaningful policy changes.

For Black entrepreneurs and small minority-owned businesses, the political climate affects access to funding, corporate engagement, and public support. Discussions on affirmative action, corporate diversity initiatives, and economic policies directly influence business opportunities, making Juneteenth not just a reflection of history but a focal point in ongoing advocacy for economic justice.

The Political Climate and Its Impact on Juneteenth

1. Government Support and Recognition

Since becoming a federal holiday, Juneteenth has gained increased visibility, with local governments hosting commemorative events, funding initiatives, and promoting Black-owned businesses. However, this recognition varies by region—some states fully embrace Juneteenth with dedicated programs, while others minimize its importance.

Political debates over race-conscious policies, including opposition to diversity, equity, and inclusion (DEI) programs, affect how Juneteenth



is institutionalized. In some places, funding for Black-focused events is reduced, impacting business owners who rely on Juneteenth-driven consumer engagement.

Conversely, cities with strong DEI initiatives use Juneteenth to bolster Black economic empowerment, offering grants, workshops, and business expos that support minority entrepreneurs. The divide in governmental priorities influences how small businesses can leverage the holiday for economic growth.

2. Corporate Engagement and Shifting Priorities

Following the racial justice movements of 2020, many corporations committed to supporting Black businesses. Juneteenth became a focal point for brand activism, with companies showcasing Black-owned products, offering grants, and making public pledges toward racial equity.

However, in recent years, some companies have scaled back these efforts, citing economic downturns and changing political pressures. As DEI initiatives face scrutiny, some businesses reduce their commitments, impacting funding and support for Black entrepreneurs.

Small business owners must navigate these shifts strategically—while some corporations remain committed to Black economic empowerment, others may lessen their involvement. Entrepreneurs should continue leveraging Juneteenth to build brand awareness

President's Corner *continued.*

while seeking partnerships with organizations dedicated to sustainable racial equity efforts.

3. Education and Narrative Control

Juneteenth's recognition has also ignited debates over history and race education. Some states have restricted discussions on systemic racism in schools and workplaces, influencing how Juneteenth is taught and celebrated.

For small minority-owned businesses, this affects consumer awareness. Businesses that align themselves with Juneteenth's educational components—through storytelling, brand messaging, or community engagement—play a role in ensuring the holiday's significance is preserved. Entrepreneurs can use marketing strategies that reinforce Juneteenth's economic importance while countering efforts to diminish its historical impact.

Navigating the Political Climate as a Minority Business Owner

Understanding these dynamics is crucial for Black entrepreneurs seeking to maximize Juneteenth's benefits. Here's how businesses can navigate the shifting landscape:

1. Strengthen Community-Led Initiatives

Entrepreneurs should engage in Juneteenth events hosted by grassroots organizations that remain committed to Black economic empowerment. Whether through local pop-ups, networking events, or advocacy-driven campaigns, community-led efforts provide stability amid corporate and governmental shifts.

2. Diversify Funding Sources

Relying solely on corporate sponsorships or government grants can be risky. Entrepreneurs should explore crowdfunding, partnerships with Black-led organizations, and revenue diversification strategies to ensure sustainability beyond Juneteenth.

3. Reinforce the Historical Narrative

Businesses that incorporate Juneteenth's true history into their branding and marketing help protect the holiday from being diluted. Whether through social media campaigns, product storytelling, or educational outreach, keeping the

focus on Black liberation and economic justice strengthens long-term engagement.

Conclusion: Celebration as Resistance

In today's political climate, Juneteenth is more than a symbolic holiday—it's an active reminder of the ongoing fight for racial and economic justice. Small minority-owned businesses play a key role in ensuring Juneteenth remains a platform for empowerment rather than a fleeting corporate trend.

Despite shifts in government policies, corporate priorities, and educational debates, Juneteenth continues to serve as a powerful force for Black entrepreneurship. By remaining resilient, community-focused, and strategically engaged, Black business owners can use the holiday to drive lasting economic impact while preserving its true meaning.

Dr. Angelic Cole
President & CEO
Colorado Black Chamber of Commerce

Share Your Story with Us!

Are you a Black business owner in Colorado making an impact? We're seeking submissions for our "Black Businesses on the Move" section! In 500-1,000 words, tell us what sets your business apart, your contributions to the community, and any challenges you've overcome. Please include relevant photos and/or bios to accompany your story.

Send your submissions to:
TheAcumen@cbcc.biz.

Let's celebrate your achievements and inspire our community together!

Colorado Black Chamber of Commerce

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CBCC empowers African American-owned businesses and the communities they serve by providing access to economic opportunities, advocacy, and a strong network of professionals.

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Exclusive Networking with Black professionals, entrepreneurs, and corporate partners.

Resources & Advocacy that foster economic development for Black-owned businesses and their communities.

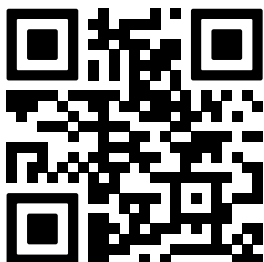
Strategic Partnerships with corporations that strengthen the Black business ecosystem.

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- » Black Professional Services Group
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CHAMBER of COMMERCE

The Business of... WATER

Water is the lifeline of our great state. All Coloradans must work together to preserve and protect this precious resource. Our food, economy, culture and survival depend on abundant, clean and affordable water. Period. Full Stop.

The precious liquid gold that starts high in the Rockies and meanders to the great Colorado River is ultimately stored, transported, and delivered to us as drinking water. Getting the fresh, sparkling mountain water from where it is, to where it's needed is the great challenge and mission of the Colorado water industry.

Yes, there is a water industry. Much like the banking, healthcare, oil and gas industries. The business side of water is the buying, selling, storing, infrastructures, cleaning and distributing this precious natural resource. Understandably, most tend to focus on water quality, rates, droughts and floods.

That said, the US water industry is massive. According to a 2023 report, the water and wastewater treatment market was valued at \$113 billion and expected to grow to \$206 billion by 2032. In 2019, the US water and wastewater treatment technologies market was valued at \$280 billion and is expected to grow to \$440 billion by 2031.

The water industry provides drinking water, wastewater services and sewage treatments to residential, commercial, industrial and agricultural sectors of the economy. Typically, public utilities operate water supply networks. The water industry includes, but not limited to, water engineering, operations, water and wastewater construction, equipment supplies and specialists in water treatment chemicals. The

water industry does not include manufacturers or suppliers of bottled water. That's an aspect of beverage production and belongs to the food industry.

The sprawling US water system is central to the national economy. Chronic underinvestment, increasing demand and the consequences of climate change have revealed the systems weakness. A 2020 study by water utilities, engineers and advocacy groups estimated that making all the needed investments in the US water infrastructure would add \$4.5 trillion and 800,000 jobs to the US economy by 2039.

A recent "state of the water industry" survey revealed that water industry optimism is on the rise. Even in the face of aging infrastructure, threat to water supply and other obstacles. As a member of the Colorado Black Chamber of Commerce, I encourage you to consider the Colorado Water Industry and the unique employment and potential business opportunities available. Consider joining the BUSINESS of Water.

THG is a government relations consulting firm that specializes in water and energy issues. www.thg.consulting

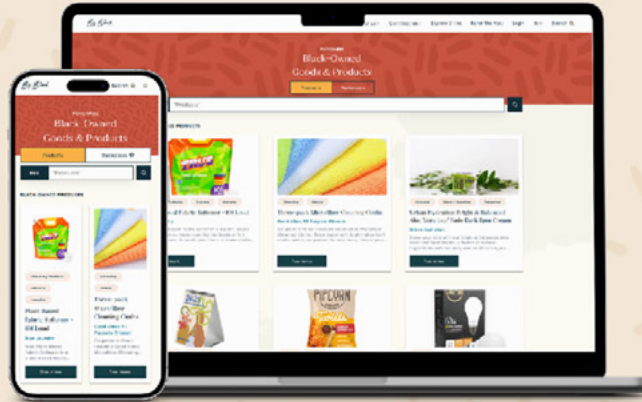


Dale R. Hunter
Founder, The Hunter Group (THG).



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SUMMER SERIES

Black Retailers Group Monthly Meeting

Opportunities and Access

Virtual Meeting. Link will be shared with those who register.

Monday, June 2, 2025
4:30pm - 6pm



RSVP via QR Code or link below.

<https://tinyurl.com/2xa3ye6r>



SUMMER SERIES

Special Monthly Virtual Meeting!

How to Organize a Successful Marketing Plan

When: Thursday, June 26
Time: 4:30 to 6pm

Where: Virtual meeting link will be provided to those who register



RSVP: <https://tinyurl.com/kc7f4sur>



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GET INVOLVED

JOIN A COMMITTEE:

- **Business Policy Cabinet with Senator James Coleman**
First Thursdays, 3pm MT. Starts April 4th
- **CBCC Public Policy Committee**
Second Mondays, 4pm MT. Starts April 8th
- **CBCC Membership Committee**
Third Tuesdays, 3pm MT. Starts April 16th
- **Gala Committee**
Fridays, times To Be Determined



FOR MORE INFORMATION,
contact Dr. Angelic Cole:

 dr.angelic.cole@cbcc.biz

 PHONE +303-831-0746

 WEBSITE [HTTPS://CBCC.BIZ](https://cbcc.biz)

NOT ANOTHER BLACK ART SHOW

CURATED BY: TYREE JONES-EVANS

NIZA KNOLL GALLERY

915 Santa Fe Dr.
Denver, CO 80204

May 30th - June 29th

Reception: June 7th, 6-9pm

Panel: June 20th, 1-4pm

Gallery Hours:

Thurs - Sun 1-4 pm

First Fri 5-9 pm

Third Fri 5-8 pm

Last Sun 12-3 pm

Artist: J

www.nizaknollgallery.com
Nizak@mac.com

OW

Johnny Draco, Joseph Graves, Jasmine Holmes, Tyree Jones-Evans, Angel Tirado, Devin Urioste



Denver, CO—Niza Knoll Gallery presents “Not Another Black Art Show”, curated by Tyree Jones-Evans, on view May 30 - June 29, 2025, at 915 Santa Fe Drive. The show aims to create a space that abandons imposed meanings behind black art and embraces nuance within the work. Local artists Johnny Draco, Joseph Graves, Jazz Holmes, Jones-Evans, Angel Tirado and Devin Urioste will showcase sincere work to isolate themselves from racial expectations and show that their narratives lie far beyond what one month or one day could ever acknowledge. The public is invited to an Artist Reception on Saturday, June 7, 6 - 9 p.m., and to join the discussion during an Artist Panel on Friday, June 20, 1 - 4 p.m.

“Blackness and black history are inescapable lenses for black artists; this show makes no

effort to deny those truths.” explains Jones-Evans, “The show does, however, decentralize expectational ‘black’ themes and emphasizes that said themes do not need to be included in the work for them to exist in the work. Nor do they need to be included for the work to be important. In acknowledging so, the superficial take that reduces artists to two-dimensional figures is eliminated, setting free the richness of invention, narration, and culture that lives within the artist. ‘Not Another Black Art Show’ thrives in miscellany, which silences the monolithic experience.”

The panel discussion will focus on the multifacetedness of black art. Artists will talk about how their black experience influences their practice, and how they navigate an industry that will always fail at keeping them in boxes.



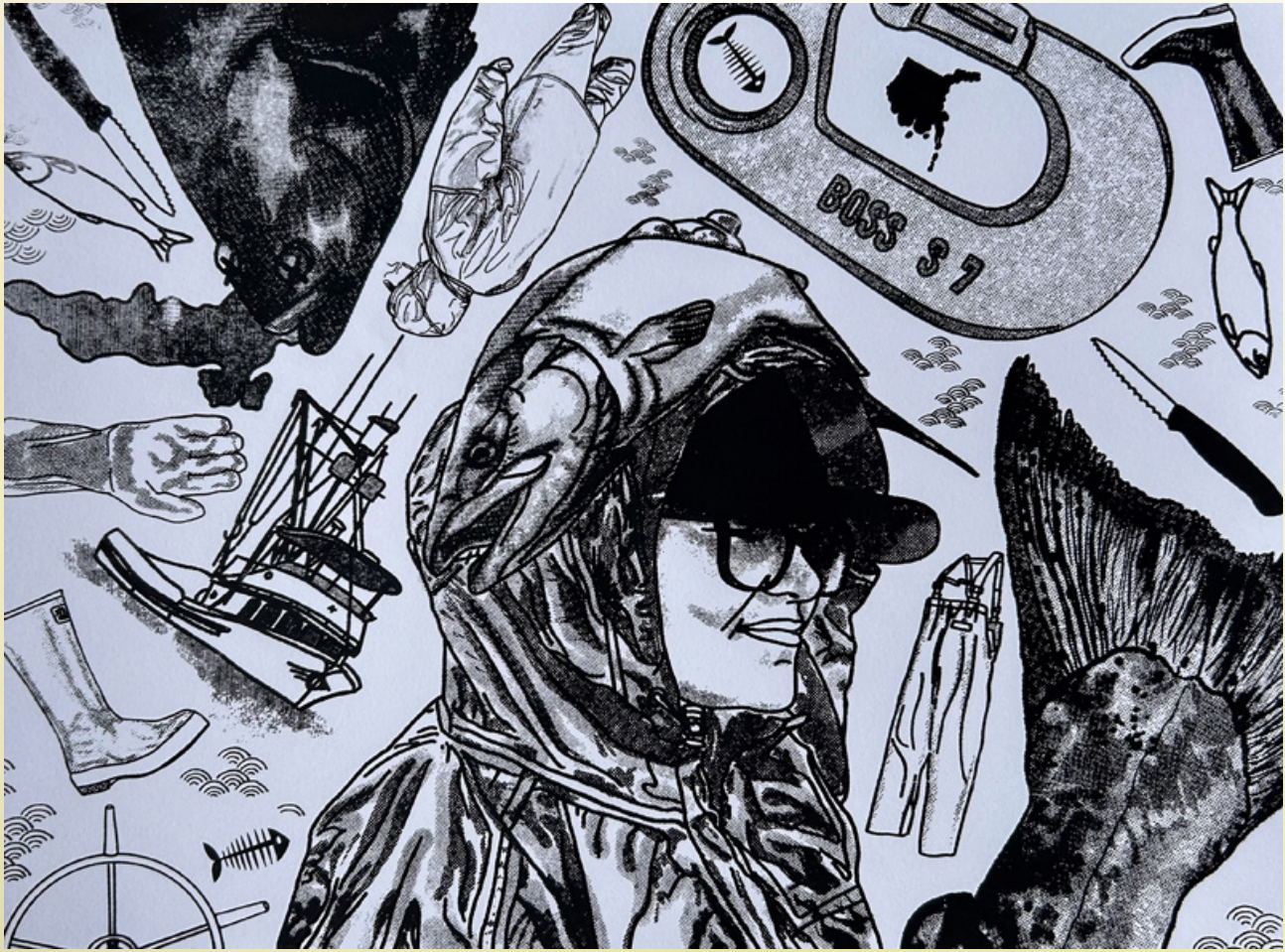


Johnny Draco is a multidisciplinary artist whose work explores identity, memory, and rhythm through bold forms, symbolic language, and cultural storytelling. Drawing inspiration from West African patterns, architecture, and the fluid energy of urban life, his pieces often merge graphic precision with emotional depth.

Joseph Graves, originally from a small town in Kansas, delves into questions of cultural representation, amplifying black voices, black cowboys within the broader cultural narrative. Through his vibrant, chaotic style, yet harmonious creations, he aims to challenge boundaries and spark meaningful conversations about identity and belonging. Graves is a graduate of the University of Colorado and the University of Denver Sturm College of Law and channels his passion for the arts as a visual arts instructor at Denver South High School.

Jazz Holmes grew up throughout the deep south, mostly in rural Black sharecropping areas that were owned by her family. She graduated with a BFA from the University of West Florida and an MFA from Colorado State University. Holmes started out as a full-time lecturer for the figurative arts at multiple universities in the Denver Metro area but has shifted to become a full-time self-employed visual artist working out of a Denver studio. Her works are centered around uplifting the Black Agricultural South and highlighting the perpetual influence it has within American culture.

Angel Tirado's work pays respect to the commercial fishing community Kodiak, Alaska, that she is proud to be a part of. It contains subtle nods to the psychological terrain of isolation, endurance, and the quiet beauty found in marine life. This series invites viewers to consider what it means to witness and be witnessed in a world



that often romanticizes freedom while overlooking the discipline it demands.

Devin Urioste's body of work seeks to capture the vast and multifaceted experience of what it means to be Black through his perspective. For Urioste being Black is not a singular or easily defined identity—it cannot be categorized, confined, or reduced to one narrative. Being Black is expansive. It is complex, and ever evolving. This work honors that fullness, embracing the many layers, and truths that come with Black identity.

Tyree Jones-Evans is a figurative oil painter based in Denver and was invited to curate this show by gallerist Niza Knoll. Her artistic curiosity lies in humanity's status in the grand scheme, and if our insatiable quest for advancement will be our birth or our demise. With further generations depending on technology to find identity, Jones-Evans explores this relationship by blurring the lines between human and humanoid. She is currently a resident at RedLine Gallery and has

shown work at Metropolitan State University's Center for Visual Art (CVA) Gallery, Niza Knoll Gallery, and has been interviewed by Colorado Public Radio for her part in an exhibition exploring AI.

Niza Knoll Gallery, located in Denver's popular Art District on Santa Fe, specializes in intriguing conceptual exhibits featuring work by local and regional artists as well as private concerts, guest speakers and workshops. Regular gallery hours are Thursday – Sunday, 1 – 4 p.m., except for First Friday, 5 – 9 p.m., and Third Friday, 5 – 8 p.m. and Noon – 3 p.m. during the Sundays on Santa Fe Art Walk which takes place on the final Sunday of each month. Visit www.nizaknollgallery.com to view and purchase works online and for the most up-to-date calendar of events.





Colorado Black Chamber of Commerce's
40th Anniversary
Gala Awards

COMMUNITY CALL FOR AWARD NOMINATIONS

The Colorado Black Chamber of Commerce (CBCC) proudly marks four decades of excellence, leadership, and unwavering commitment to advancing Black businesses and professionals. In celebration of this milestone, we invite the community to submit nominations for distinguished awards that recognize individuals, corporations, and local organizations for their outstanding contributions to our community.

We encourage nominations for those who exemplify innovation, proven leadership, and dedicated service in the following categories:

Award Categories *(Please click the appropriate link for nomination form):*

- [Corporation of the Year Award](#) – Recognizing a corporation with a major presence/HQ in Colorado that has demonstrated exceptional commitment to diversity, inclusion, and community engagement support in the black community.
- [Les Townsend Community Service Award](#) – Honoring an individual whose legacy of exceptional service and dedication has profoundly impacted the Colorado black business community.
- [Non-profit of the Year Award](#) – Celebrating a Colorado based nonprofit organization that has made a significant impact on the black community through advocacy, service, engagement and empowerment.
- [Small Business of the Year Award](#) – Honoring a Colorado based small business that has demonstrated and exhibited outstanding growth, innovation, and proven leadership within the business community.

Nomination Details:

- ▶ Complete form with details in each section including nominator contact information. Form Submission Deadline: **June 20, 2025 at 11:59pm**
- ▶ [Nomination Guidelines](#): Please click on the award link to review guidelines
- ▶ [How to Submit](#): Email to dr.angelic.cole@cbcc.biz

We invite the community to participate in this esteemed tradition and help us recognize the changemakers and trailblazers who continue to uplift and empower those known and unknown to them. Join us as we honor excellence, celebrate leadership, and pave the way for the future.

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Images: McBoat Photography



Community is the Career: Leading with Purpose in Every Role

A Conversation with

Norman Harris

Executive Director, Five Points

Business Improvement District

By DR. ANGELIC COLE

Cole: What would you say is the primary motivating factor behind your leadership?

Harris: Making a difference. Our time on this planet is finite, so I view each day, each hour, each second as an opportunity to move forward, to grow, to learn, to love, to laugh, to lead, and to inspire.

Cole: Who are your role models, and what life-changing lessons did you pick up from them?

Harris: I consider myself lucky to have had several people in my life who have served as transformational and inspirational role models. The first is my mother, Jennifer Harris. At a young age she instilled a positive sense of self worth and confidence in me to help me understand I could achieve anything that I believe.

Second was my Grandfather, Norman Harris Sr. From him, I learned the value of maintaining a strong, consistent work ethic and integrity. Third are the countless family members who are the village that have surrounded me with love and guidance.

Cole: How do you ensure that others benefit from the life-changing knowledge you gained from your mentors?

Harris: I believe strong leaders lead from the front while uplifting others by making their knowledge and wisdom accessible. For me, mentorship isn't just about offering advice—it's about being present, setting an example, and actively participating in the growth of those around me. I've been fortunate to learn from mentors who not only shared their expertise but



also demonstrated resilience and integrity in real-time, and I strive to pass that forward. It's important to listen, adapt, and create spaces where others can thrive, contribute, and grow.

My goal is to ensure that the progress we achieve today lays the foundation for those coming up behind us, building a legacy of empowerment and opportunity within the community.

Cole: What advice do you wish someone had given you earlier in your career?

Harris: To search deeply for and relentlessly pursue my passion. Passion is what drives resilience; it's what pushes you through challenges and inspires you to keep going when the path gets tough.

Alongside passion, I wish I had been told to never stop learning. The world is constantly evolving, and growth comes from adapting and acquiring new knowledge. Whether it's from mentors, community leaders, or the people you serve, continuous learning shapes your perspective and sharpens your abilities. Building skills and good habits is equally crucial, as they provide the structure and discipline needed to achieve long-term goals.

Finally, I wish someone had told me that life is a fight against your disbelief—that your biggest limitations are often self-imposed. That's where the idea of "raindrops forming oceans" comes in. Small, consistent actions may seem insignificant on their own, but when combined over time, they create powerful, unstoppable momentum. Each decision, each effort, each bit of knowledge gained is like a raindrop contributing to something much larger.

Greatness is not built overnight; it's formed through dedication, consistency, and the belief that even the smallest contributions matter. If I had embraced that mindset earlier, I would have understood that every step forward is part of something bigger—that each raindrop eventually contributes to an ocean of change.



Cole: What inspired you to pursue a career in a nonprofit that supports and advocates for businesses in the Five Points District, and how did you get started?

Harris: My journey into nonprofit work supporting and advocating for businesses in the Five Points District is rooted in a vision of building a community anchored in Black excellence. It all began with organizing the Juneteenth Music Festival—an event that not only celebrates freedom but also brings people together to honor the history and culture of our community. That experience taught me the power of community-driven initiatives and the importance of preserving our legacy while creating new opportunities for growth.



The journey has been a progression—starting with celebration, moving into ownership, and now pushing for collective advancement. It’s all connected, and it’s all driven by a love for this community and a belief in its limitless potential.

Cole: What do you believe to be the most important piece of advice for a leader to follow?

Harris: I believe the most important piece of advice a leader can follow is to remain rooted in purpose while staying adaptable to change. In community work, especially in a place as historically rich and culturally significant as Five Points, it’s crucial to stay grounded in the mission—uplifting the community, preserving its legacy, and fostering economic growth. At the same time, you have to be willing to pivot, embrace new ideas, and respond to shifting dynamics.

Leadership isn’t just about having a vision; it’s about executing that vision with resilience and flexibility. When challenges arise, whether economic, political, or social, you have to be willing to adjust your approach while never losing sight of the bigger picture. It’s that balance between purpose and adaptability that allows leaders to create lasting impact.

This passion led me to become a co-owner of Spangalang Brewery, a jazz-themed brewpub located right in the heart of Five Points. Through Spangalang, I saw firsthand the impact that Black-owned businesses can have in revitalizing community spaces and serving as cultural hubs. It’s not just about selling a product—it’s about creating experiences that reflect our heritage and inspire the next generation.

Now, as the Executive Director of the Five Points Business Improvement District, I’m honored to continue that mission on a larger scale. My role allows me to focus on the broader development of the Welton Street Corridor—advocating for businesses, securing investments, and enhancing the community’s economic landscape. For me, it’s about laying the groundwork for lasting economic empowerment and ensuring that Five Points remains a beacon of Black excellence for generations to come.





Cole: How do you prioritize work-life balance while juggling both being owner Spangalang Brewery and executive director of The Five Points Business Improvement District and Juneteenth Music Festival, and what advice do you have for junior professionals who are struggling to find balance?

Harris: For me, there is very little separation between work and life because my roles at the Five Points Business Improvement District, Spangalang Brewery, and the Juneteenth Music Festival are deeply tied to my community and my passion for its growth. It's not just work—it's who I am. My advice for junior professionals struggling to find balance is to understand your purpose and embrace the idea that sometimes balance is about integration, not separation.

When your work aligns with your values, it can feel less like a burden and more like a mission. At the same time, finding small moments to reset

and recharge is important. Balance isn't always equal time; it's finding harmony between your passion and your peace.

Cole: As an African American leader, what do you consider to be one of the most difficult obstacles you've faced?

Harris: One of the most difficult obstacles I've faced as an African American leader is understanding that real challenges often feel insurmountable in the moment. Over time, I've worked to transform my mindset to recognize that the obstacle is the way—it's an opportunity to grow, learn, and become more resilient. I've learned that real progress isn't about avoiding challenges but facing them head-on with determination and adaptability, turning barriers into stepping stones for meaningful change.

Cole: What do you think are the biggest challenges facing the community today, and how do you see ways to overcome them?

Harris: I believe one of the biggest challenges facing our community today is the lack of a shared agenda that unites our efforts and amplifies our impact. Too often, initiatives operate in isolation, missing opportunities to leverage each other's strengths. To overcome this, we need greater collaboration and open dialogue among community leaders, business owners, and residents to identify common goals and set clear priorities. A unified agenda allows us to proactively shape our narrative, preserve our culture, and drive sustainable growth.

Cole: Let's switch gears and end with you as a community leader by providing a positive and forward-looking statement about the Black Chamber's future for the next 40 years.

Harris: Looking ahead, I am confident that the Colorado Black Chamber of Commerce will continue to be a driving force for economic empowerment and Black entrepreneurship. Over the next 40 years, I see the Chamber strengthening Black-owned businesses, building generational wealth, and driving meaningful change across Colorado. The work we do now lays the foundation for a stronger, more equitable future for our community.



COLORADO BLACK CHAMBER OF COMMERCE
INVITES YOU TO

UNLOCK YOUR BUSINESS GROWTH WITH THE ACUMEN.



**RESERVE
YOUR AD
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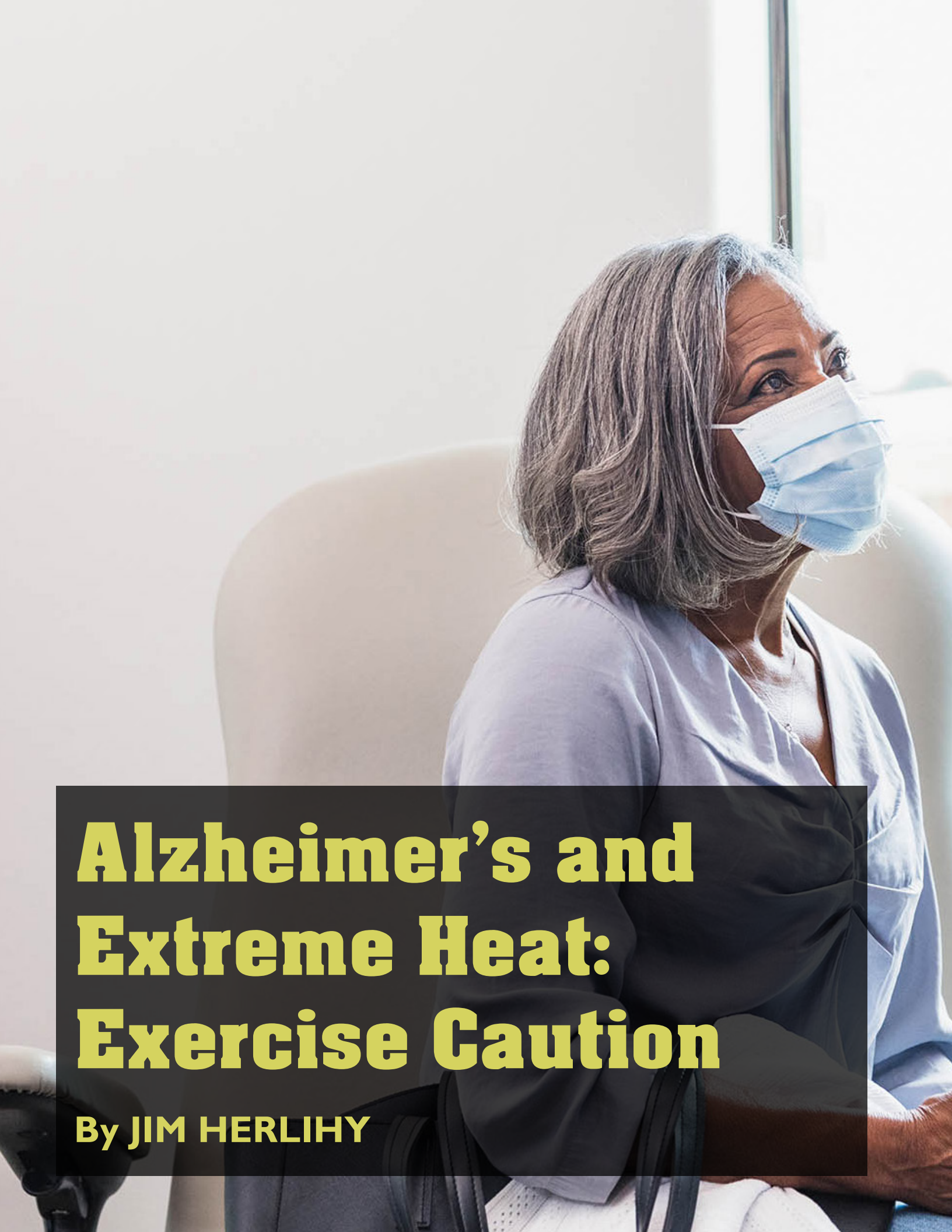
WITH A FOCUS ON BLACK
BUSINESS LEADERS IN
COLORADO, WE OFFER A UNIQUE
PLATFORM FOR YOUR BRAND TO
CONNECT WITH A TARGETED,
ENGAGED AUDIENCE.

**HAVE QUESTIONS? PLEASE GET
IN TOUCH WITH US.**

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A photograph of a woman with shoulder-length grey hair, wearing a light blue surgical mask and a light blue hospital gown. She is sitting in a white chair, looking out a window to the right. The background is a bright, out-of-focus window. A dark grey jacket is draped over her lap.

Alzheimer's and Extreme Heat: Exercise Caution

By JIM HERLIHY



Image: Adobe.

Alzheimer's and extreme heat: exercise caution
As temperatures rise, extreme heat can have a significant impact on everyone's safety, but these conditions can be especially stressful and confusing for individuals with Alzheimer's and other dementias.

"Alzheimer's disease causes a number of changes in the brain and body that may affect the individual's safety, including changes in sensitivity to temperatures," said Jim Hammelev, executive director of the Alzheimer's Association of Colorado.

According to a study by the National Institutes of Health (NIH), people living with Alzheimer's were 8% more likely to die on an extremely hot day, with an added 6% increased risk for individuals

with previous hospital admissions for atrial fibrillation.

There are more than 7 million Americans living with Alzheimer's, including 91,000 Coloradans. Planning ahead for weather changes, including extreme heat, can prevent injuries and help a person feel more relaxed and less overwhelmed.

"People living with Alzheimer's and other dementias can be more vulnerable than normal during extreme weather because their judgment may be impaired and they may be unable to communicate their discomfort," said Hammelev. "It's important to take extra precautions with these individuals during periods of extreme heat or other severe weather conditions."





The Alzheimer's Association is offering important safety tips for caregivers and families dealing with Alzheimer's and other dementias to prepare for the hot days ahead:

- **Make a plan.** Family and friends should prepare accordingly and make plans to regularly check in on a person living with Alzheimer's during periods of extreme heat. Arrange alternative plans for cooler spaces if air conditioning is unavailable, and dress in loose-fitting, light clothing.
- **Pay attention at night.** Keep people living with Alzheimer's cool by using fans and keep the air conditioning on. At night, low temperatures can still exceed 75 degrees with little fluctuation in humidity levels, making for difficult sleeping conditions, heightened anxiety and increased agitation.
- **Prepare for behavioral changes.** Research shows that heat can increase agitation and confusion in people. Try to remove behavioral triggers by addressing the person's physical needs related to the heat, then tending to their emotional needs.
- **Stay hydrated.** Increased water intake is essential to maintaining good hydration and health during extreme heat. Know the signs of heat exhaustion to avoid heat stroke. Dehydration may be difficult to notice in a person living with Alzheimer's, as signs like increased fatigue, dry mouth and headache may be difficult to detect. People taking diuretics, sedatives, or certain heart medications may not sweat as much as others, but this does not mean they are not hot.
- **Stay indoors out of the sun.** Heat stroke and heat exhaustion may occur in extreme heat conditions but symptoms may be difficult to detect in people living with Alzheimer's and other dementias. Keep individuals cool by using air conditioning at home or move to a public place, such as a senior center or shopping mall. If you must go outside, dress appropriately with loose-fitting, light clothing, wear a hat and apply sunscreen with an SPF of 30 or higher.
- **Stay informed.** Keep an eye on local weather forecasts. High temperatures are not the only cause for concern. Humidity and air pollution can cause breathing difficulties. The person should be monitored regularly, and seek medical attention if symptoms arise of dehydration, heat exhaustion or heat stroke.

The Alzheimer's Association is available to help families prepare for and cope with such extraordinary circumstances. For more information, visit www.alz.org or call the Association's free Helpline, staffed by trained professionals around-the-clock, at 800-272-3900.

Contact: Jim Herlihy, Senior Marketing & Communications Director
(970) 590-5885 or jherlihy@alz.org





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For more info, contact Dale Hunter. Dale.Hunter@cbcc.biz



Image: Adobe.

Understanding the Aim of Content Marketing: Tips and Ideas that can be Acted Upon

By JOHN M. WAITE

Content marketing is a critical part of any business strategy as it helps companies connect with their target audience in a meaningful way within the ever-changing digital world. Nevertheless, what is the purpose behind content marketing? Why is it so important? This article will discuss some goals for content marketing, offer researched insights on them, and suggest actionable tips to make this powerful tool work for online advertisers.

The Main Goal of Content Marketing Attracting Attention and Creating Awareness

Content marketing primarily aims at attracting potential customers' attention while building brand awareness. In today's consumer society where every package we hold or site we visit has adverts popping up left right center, people have

become experts at blocking out conventional sales pitches. However, through giving helpful knowledge that arouses curiosity as well as provokes involvement; content promotion ensures advertising slips in unnoticed.

Establishing Expertise and Gaining Trust

Long-term success heavily relies on trust from your audience which can be fostered using content marketing among other means. By creating valuable information frequently, you set yourself up as an authority figure within your field thus making individuals believe everything you say leading to customer loyalty thereby greatly impacting purchase decisions.

Driving Engagement And Building Relationships

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Image: Adobe.

it involves building relations with the clients who buy from us repeatedly or refer others to us because they are satisfied with our services/products. Good contents encourage interaction among readers thereby fostering community development and eventually turning them into loyal customers. You should therefore try as much as possible to engage people through blog comments sections, social media platforms such Facebook Twitter etc., sending regular newsletters via mailchimp etc..

Supporting The Customer Journey

Good content supports customers during their journey from when they get aware about certain products/services offered by different organizations till when they finally decide buying one particular item over another similar thing manufactured elsewhere. This is achieved by availing appropriate materials at each stage so that you help individuals make up their minds easily thereby increasing conversion rates while ensuring customer satisfaction.

Boosting SEO And Driving Organic Traffic

The last thing I would like us to talk about today is improving your website's SEO performance which can also be considered as one of the main purposes behind content marketing. You see, good quality articles that are properly optimized using relevant keywords not only ameliorate search engine rankings but also increase visibility thus attracting more leads for conversion into sales later on.

Tips for Great Content Marketing: How to Do it Right

Comprehend Your Audience

The principal requirement for effective content marketing is to have in-depth knowledge about your audience. Carry out research that will enable you to know their needs, preferences and pain points. This will help you come up with precise buyer personas that can direct your content strategy.

Tip: Utilize tools such as Google Analytics or social media insights so that you can collect information about your audience. And always make sure that this data is up-to-date through regular reviews of the same.



Image: Adobe.

Produce High-Quality and Relevant Content

Concentrate on generating useful quality content which addresses the problems faced by your target readership while offering practical solutions at the same time. You can engage more people by using various formats like videos, blog posts, infographics and podcasts among others.

Tip: Develop a content calendar that can act as a guide during planning and organizing your work. Ensure consistency throughout by covering different areas related to what interests them most within your niche or industry segment.

SEO Optimization

For better search engine rankings (SERPs), include relevant keywords naturally when writing articles or any other form of web publishing. Meta descriptions, titles tags etc., should be optimized too while making sure all these components are mobile-friendly.

Tip: Use SEO tools such as Ahrefs or SEMrush which can help identify highly influential keywords besides providing insights into how well optimized each page is performance-wise regarding SEO.

Promote

Creating amazing pieces alone won't bring much traffic; they need to be shared widely across various online platforms where potential users hang out frequently enough either individually owned accounts/pages/profiles or via influencers' collaboration among other things thus increasing reach even further than before possible otherwise due lack thereof only limited number visitors would ever find themselves exposed thereto beforehand thereby missing out altogether from tapping into its full potential initially intended behind creation itself anyhow...

Tip: Utilize social media management tools like Buffer or Hootsuite when scheduling posts across different channels while keeping track of their performance simultaneously.



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The Colorado Black Chamber is the voice of Black business owners and an advocate for resources and policies that impact Black business owners. Your success is our success.

At the Colorado Black Chamber of Commerce we:

- **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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Editorial and Deadline Calendar

Featured Topic Space Reservations Materials Due

February 2025		
Black History Month	Tuesday, January 14	Friday, January 17
March 2025		
National Women's History Month	Tuesday, February 12	Friday, February 14
April 2025		
Black Women's Month	Tuesday, March 18	Friday, March 21
May 2025		
National Small Business Month	Tuesday, April 15	Friday, April 18
June 2025		
Juneteenth	Tuesday, May 13	Friday, May 16
July 2025		
International Day of Cooperatives	Tuesday, June 17	Friday, June 20
August 2025		
National Black Business Month	Tuesday, July 15	Friday, July 18
September 2025		
911 Memorial	Tuesday, August 12	Friday, August 15
October 2025		
Health	Tuesday, September 16	Friday, September 19
November 2025		
Youth Entrepreneurs	Tuesday, October 14	Friday, October 17
December 2025		
National Write a Business Plan Month	Tuesday, November 11	Friday, November 14
January 2026		
A Salute to Dr. Martin Luther King, Jr.	Tuesday December 9	Friday, December 12

Advertisements

Boost your business's visibility by advertising with the Colorado Black Chamber of Commerce in **The Acumen**. Connect with a wide, engaged audience that supports local enterprises and gain unparalleled exposure within the community. Don't miss this opportunity - contact us today to place your ad and expand your reach!

Advertising Rates

Listed in cost per ad placement.

	1X	3X	6X	9X	12X
Full Page	\$1000.00	\$900.00	\$800.00	\$700.00	\$600.00
Junior Page	\$750.00	\$675.00	\$600.00	\$525.00	\$450.00
Half Page	\$500.00	\$450.00	\$400.00	\$350.00	\$300.00
Quarter Page	\$250.00	\$225.00	\$200.00	\$175.00	\$150.00
Eighth Page	\$125.00	\$112.50	\$100.00	\$87.50	\$75.00
Sixteenth Page	\$62.50	\$56.25	\$50.00	\$43.75	\$37.50

Advertisement Sizes

	Without Bleed (inches)	With Bleed (inches)
Full Page	8.500 w x 11.000 h	8.750 w x 11.250 h
Junior Page	5.000 w x 7.750 h	5.250 w x 8.000 h
Half Page - Horizontal	7.500 w x 4.875 h	7.750 w x 5.125 h
Half Page - Vertical	3.625 w x 10.000 h	3.875 w x 10.250 h
Quarter Page - Horizontal	4.875 w x 3.625 h	5.125 w x 3.875 h
Quarter Page - Vertical	3.625 w x 4.875 h	3.875 w x 5.125 h
Eighth Page (business card) - Horizontal	3.500 w x 2.000 h	3.750 w x 2.250 h
Eighth Page (business card) - Vertical	2.000 w x 3.500 h	2.250 w x 3.750 h
Sixteenth Page	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.



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.

Join today and be part of a network that drives growth and innovation!

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