

December 2009

# Communication Chronicle



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Chair*

Please do not forget to Advertise Your Business through the Rotary Club of Denver! Please refer to the December Keyway Newsletters and e-mail blasts for more information and appropriate links or call me to discuss and purchase a sponsorship!

Thanks to the hard work of Carol Duncan and her wonderful team, The Rotary Club of Denver Store became reality, just in time for the Holiday Season! Please check with her to purchase your Rotary Club of Denver apparel!

Additionally, please do not forget that it is to your benefit to fully utilize the wonderful Business Directory tool in the Members Only area of the web site. It is YOUR (or your business) web page designed to share information with your fellow members. Soon we will be ready to accept and post your web page content, so please begin thinking about what you would like to say!

Luis Colón and I are working with Mi Casa, a 30-year old local organization focused on at-risk Hispanic youth and women. We are helping with their application to DRCF for one of their youth programs' funding. We are committed to meet the DRCF deadline of January 31, 2010.

André Van Hall and Luis Colón very kindly enabled a connection with the Denver Hispanic Chamber. We will continue to explore this direction for the purposes of expanding the Club's outreach into the Spanish-speaking community.

Adams Price was lovingly dubbed Santa Adams for his invaluable help in working with our web site provider, Precis. After the holiday season is over, we will no longer be able to refer to Adams as Santa, but please feel free to call him Adams Priceless, as is truly reflective of the nature of his help.

Rabbi Steve Foster graciously helped us reach out to the Jewish community. He suggested publishing an article in Intermountain Jewish News, and currently our information is under strong consideration by Miriam Goldberg, the Editor.

Bruce Peterson and I are working with Colorado Expressions magazine to publish an article about the

Club. The information is currently under consideration by Terry Vitale, Owner and Publisher, and Bruce's good friend.

Denver Woman magazine and its Editor, Beverly Purcell-Guerra, expressed serious interest in the work of the wonderful ladies of our Club. Unfortunately, as the content of the article was being shaped, the magazine continued its struggle with major financial deficit. They are currently on the verge of shutting down after missing publications of some issues... We hope they stay open, after all, and we will then be first in line for a great article.

We are talking to Vista TV, where they have a Vista Cares department. Each month Vista TV gives one well deserving local non-profit organization production of a segment and free airtime for a month valued at approximately \$2,750. In addition, the segment is made available 24/7 online at [www.vistatvdenver.com](http://www.vistatvdenver.com) for one month. The non-profit organization also receives a copy of their professionally produced segment for personal use.

## **Coming up in January:**

Luis Colón continues to research the activities of the organizations the Club decided to attract, with the goal of finding mutual interests. In January, together with the Membership Committee, he will start reaching out to those organizations.

Luis will also work with the Denver Business Journal to interest them in collaboration with the Club on attracting attention from the Hispanic business community.

Irreplaceable Wick Rowland connected us with Colorado Public Radio, and their Colorado Matters program producer Michelle Fulcher. Wick's help will continue to be needed to craft a subject matter according to their standards, but the interest is definitely present.

The Rotary Club of Denver Marketing Brochure will be completed soon. Distribution is being discussed – for example, we are thinking about placing our information on newsstands and in kiosks along the 16th street mall, at major shopping malls (Cherry Creek, Park Meadows and Aspen Grove), at DIA, and at the Denver Performing Arts Complex.