COMMUNIQUÉ COMMUNIQUÉ



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Receive a FREE Ad for referring new members to The Alliance! As a small thank you for referring a new member to The Alliance, you will receive a complimentary business card ad in the Communiqué.

THE ALLIANCE OF PROFESSIONAL WOMEN

Executive Director

Pauline Huddleson- (303) 368-4747 E-Mail: execdir@apwcolorado.org Website: www.apwcolorado.org P.O. Box 480384, Denver CO 80248 **Connecting Women Personally, Professionally and Philanthropically**

Make Plans Now To Attend APW's First Networking Luncheon of 2010 at Maggiano's in DTC!

The Alliance of Professional Women is pleased to welcome **SHERRY RAY**, President and founder of **Ray Consulting Services**, **Inc.**, as our **January Networking Luncheon speaker**!



Sherry got her first official sales job in 1980 with a billion dollar corporation. She was one of the first women promoted from within the company and broke glass ceilings as she became one of the company's top sales people in the world.

Today, Sherry is a national speaker and international certified business/life coach for executives, small business owners and professionals including the Denver Bronco Alumni Association and the Rocky Mountain NFL Alumni Association. Sherry is passionate about helping people find their unique qualities to be the best at whatever they do.

With experience as a top national sales person, manager, business owner, Reiki (Ray-Key) Master/Teacher, racecar driver and national speaker, Sherry brings the business world, spiritual world and hair raising fun to the party! To learn more about Sherry go to **www.yellyeehaw.com**.

J A N U A R Y Networking Luncheon

Maggiano's is located at 7401 South Clinton Englewood, CO 80112.

Thursday, **January 14**, 2010 from 11:30 ам – 1:00 рм

Register for this Luncheon Here!

Please note any special dietary needs on your registration.

Not only will you enjoy a fun inspirational speaker, but also the treat of a wonderful lunch menu served family style by Maggiano's.

FIRST COURSE: Freshly Baked Bread; Caesar Salad; Spinach Salad

SECOND COURSE: Vegetarian Lasagna with Marinara Sauce and Alfredo Sauce; Salmon, Lemon and Herbs **THIRD COURSE:** Chocolate Zuccotto Cake; Vera's Lemon Cookies

Want To Learn More About The APW Committees?

Attend the New Member Orientation being held just prior to our Networking Luncheon January 14, starting at 11:00 AM. New members, old members and guests are welcome.

Leadership

EXECUTIVE COMMITTEE President — Alexandra M. Tune President-Elect — Barbara Crawford Immediate Past Pres. — Peggy Anderson Secretary — Shelly Reno Treasurer — Juana Cortez At Large — Lisa Austin At Large — Elizabeth B. Moore At Large — Shirley Potenza

BOARD MEMBERS

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The Alliance is a member of and proudly supports: Colorado Women's Lobby, and The International Alliance for Women

Introducing BUSINESS HOULS Success Series

It is a brand new year and, if you're like the rest of us, you have at least one RESOLUTION for the New Year! Would you like to find greater professional success in 2010? Ever wonder how Social Networking (Linkedin, Facebook, Twitter) can be used to give you a professional advantage? How about ways in which to improve the effectiveness of your communication through dynamic public speaking and the image you portray? Are you aware of the role customer service plays in keeping your current clients happy and loyal?

All of these questions will be answered through a new and exciting **Members-only Success Series.** Our kick-off event for the **4-part series is January 20, 2010**. This series may be just what you need to fill your desire to get more involved and help your business prosper.

This **Business After Hours (BAH) Success Series** is designed to present powerful professional topics and create an environment for networking and developing professional relationships with other APW members. Each Success Series will feature an experienced APW speaker who will share insights in their area of expertise. Join us for these fun, informative members-only events! Appetizers and soft drinks will be provided, so come and mingle with fellow members, learn something new and leave with some great take-aways that can be immediately implemented into your professional life.

Save THE DATES to attend this 4-part Success Series

Date: Wednesday, January 20, 2010 Topic: Image and Self Presentation Speaker: DANA LYNCH, Elements of Image, AICI FLC

Is Your Image Vogue Worthy or Tabloid Fodder? Learn How the Right Attention Can Help You Soar.

It's a fact of life that we are judged by our appearance! Our celebrity crazed media and society can't get enough talk of fashion disasters or wardrobe malfunctions. Unfortunately, when someone's image is bashed, we rarely hear about their accomplishments at the same time. What is your image saying about you? As "non-celebrities," we can't afford to let our image talk trash about us.

In this first success series event you will:

- Discover the importance and impact of your image.
- · Learn the basics of professional dress.
- Find out how to easily build a mix-and-match wardrobe that will take you from the boardroom to dinner. Come see your fellow APW sisters modeling clothes from **Etcetera**, **www.etcetera.com**. Etcetera offers a line of clothing to meet the needs of real women who demand quality and a comfortable way of shopping.

Continued on Page 3





Continued from Page 2

<u>Date: Monday March 15, 2010</u> <u>Topic: Customer Service</u> <u>Speaker: LISA AUSTIN, The Service Factor</u>

Gaining and retaining customers; isn't that what we all need to know more about?

We know **it costs more to acquire new customers than to keep the ones we have.** Find out how to create totally satisfied customers and generate loyalty sure to increase your bottom line.

Participants of this success series event will learn:

- Why loyal customers are more profitable than merely a large customer base.
- Easy customer service skills and techniques to build relationships and loyalty.

<u>Date:</u> Monday, June 21, 2010 <u>Topic:</u> Social Networking <u>Speaker:</u> to be confirmed *

It's Everywhere. It's Everywhere. Social Networking is becoming more popular with each passing business quarter. What is it and how can we utilize it to enhance our visibility?

<u>Date: Monday, October 18, 2010</u> <u>Topic: Public Speaking</u> <u>Speaker:</u> to be confirmed *

Speaking in public is still in the top three of people's biggest fears. It is usually always listed before or just after the fear of death! Find out why and how to eliminate it from your list.

Where & When:

All Success Series events will be 5:30 - 7:00 PM at The Women's College at DU. Address: The Women's College at the University of Denver, 1901 E. Asbury Ave., Denver, CO 80208

Cost of Events: \$15 per program and \$50 for the entire, 4-program series.

How to buy your ticket: **Go to www.apwcolorado.org and click on the "Members-Only" section (on the left) and log in.** Once at the "Members Only Table of Contents" you will find "NEW! BAH Success Series click on it, and find the DETAILS BOX at the bottom of the event listing, and click on the "reserve your space today" link to purchase one or more events, or the series.

*Are you Interested in Speaking for one of the last two 2010 events? Or do you have a great topic for our future events? APW members can apply as speakers. Log on to the "Members-only" section of the APW website. There you will find the "Table of Contents," click on the NEW. Business After Hours Success Series. A Fantastic New Benefit for Members of APW. The Criteria and Application to apply is available by clicking on the criteria link in the DETAILS BOX, at the very bottom; last sentence.

Any questions call **303-368-4747** or e-mail **execdir@apwcolorado.org**.



Don't Forget To Update Your Listing in The Alliance Directory

It's quick and easy to update your information in the online Alliance Directory. Please check out your listing and get any changes needed updated for 2010.

HOW TO LOG IN? Go to **www.apwcolorado.org** and click on the **Member's-Only Section** link at bottom left of any page. Enter your email address in the blank provided. A temporary password has been assigned as your work phone with no spaces, dashes, dots or any kind of punctuation. Example: 3035551212. (If you joined without a work phone, type in your home phone number).

If you run into problems and are a current APW member, you can type in your email address and click the "Forget your password?" link directly below the password box. Your currently listed password will be emailed to you immediately. If you have questions regarding the website, please contact APW executive director **PAULINE HUDDLESON** at **303-368-4747**.



The **Outreach Committee** and the **APW** would like to **thank all** of you who contributed to **Adopt-A-Family for the Holidays** 2009! Our goal this year was to purchase, wrap and deliver gifts to five families – a total of 15 people – this year comprised of single moms and their children adopted through Arapahoe House's various women shelters and rehabilitation programs. This was only made possible through the numerous donations made by you, our members, and friends of The Alliance. During our holiday luncheon, we raised over \$800 due to your great caring and generosity, which helped this year's event be a huge success. It is these moments that remind us all how proud we are to be part of an amazing group of women.

Thank you so much to our volunteers this year: LISA AUSTIN, CHRIS JACOBSEN, DANA LYNCH, JOYCE BRANSON, CAROLYN ELLIOT, KATHIE MOELLER, KAREN ROSEN, DEB ARMBRUSTER and SHERYL WILLIAMS. Thank you also to our amazing Outreach Committee: PAM FISCHER, CHELSEY BURNS, SARAH GARDNER, MECHELLE FAULK, ELIZABETH MOORE, BONNIE BUSEKRUS, JESSICA LYNCH and ALEXIE TUNE. Thank you to those of you who took time out of your busy holiday schedules to shop for the adopted family members and to those who volunteered their time and wrapping skills at the gift wrapping party. A special thank you goes to Pamela Fischer for once again hosting a splendid wrapping party complete with wine and hors d'oeuvres at her lovely home on Wednesday, December 17. Thank you to all that brought wine or a delicious appetizer and/or loads of wrapping paper, ribbons and bows to share. Your help and great energy are greatly appreciated and made possible a fun and seamless event.

Giving this year is a struggle and yet all of you remembered in these hard times to reach out to those in need. **Thank you once again for helping** The Alliance bring joy to disadvantaged families during this special time of year.

JUST TIPS: Helping You Get More From Technology Our Just Tips Newsletter is packed full of IT-related articles, a class schedule for our state-of-the-art training JUST TIPS: facility, and of course, helpful software tips. Dowload for FREE from www.mcstech.net Tips on Microsoft & More SharePoint 2010 improves user experience, Office integration Rebounding from bad press tied to Windows Vista, Microsoft is building a positive reputation for its newly-**Ouick Tips** released 2010 products. SharePoint 2010 is continuing the trend. and Tricks For Microsoft A recent InfoWorld article points out, "SharePoint 2010 is a major upgrade from SharePoint 2007 in several areas. It has a much improved user interface, especially for online editing. It supports more browsers. It does a For FREE Tips from better job of integrating with Microsoft Office...SharePoint has long been a versatile platform for all sorts of Mission Critical Systems, internal and public Web sites, with an emphasis on group collaboration sites, and SharePoint 2010 has your training partner, visit.. greatly improved and expanded those capabilities." www.mcstech.net

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New Year/ New Budget... Consider Sponsoring a Networking Luncheon!

Showcase your business at a Networking Luncheon! The Alliance is extending the opportunity for members to sponsor four of our Networking Luncheons in 2010.

A Networking Luncheon Sponsor receives the following benefits:

- Five minute promotion at sponsored APW lunch meeting; fee includes lunch for the sponsor. Sponsor is asked to provide a small gift for our drawing during lunch (i.e. complimentary one hour consultation, gift certificate to a restaurant, or a fun basket, etc).
- Newsletter sponsorship for the month of the luncheon sponsorship this includes a full-page article in the newsletter as well as a color ad and link to the article and sponsor website in the newsletter email. This full-color, formatted newsletter email is distributed by Constant Contact to over 800 professional women in Denver.
- Exclusive distribution/display of materials at place settings or on chairs at luncheon.
- Information on all luncheon attendees collected and sent to you after the luncheon.
- Twelve month listing on the APW website as a meeting sponsor (We prefer to have an icon that also links to your company's website in this listing).
- Highlighted as a sponsor in the Communiqué each month with a feature article on the sponsor during the month of their sponsorship.

The cost of Network Luncheon Sponsorship is \$300 – sole proprietors may split the cost and benefits of hosting a network luncheon! Our member feedback has been that it takes approximately three weeks to a month to recoup the cost in business gained through exposure at the luncheon and in our newsletter.

Networking Luncheons will be reserved on a first-come, first-serve basis, so reserve your month today by contacting **PAULINE HUDDLESON**, Executive Director, at **303-368-4747** or **execdir@apwcolorado.org**.

Many thanks to our 2009 Lunch Sponsors:

March 2009 sponsor: **BETZY WIERSMA**; CampExperince

May 2009 sponsor: Ireland Stapleton Pryor & Pasco, P.C.

July 2009 sponsor: TERESA SANDERS; Edward Jones

October 2009 sponsor: PATRICE BARBER; Taylor Made Small Biz & Taylor Made Wealth Coaching

The Alliance Member Benefits

- Community Activism
- Committee Involvement
- Connecting Women
- Personally & ProfessionallyDiscounts on Professional
- & Business Services
- Educational Programs
- Friendships & FUN
- International Alliance for Women (TIAW) member
- Leadership Development
- Online Membership Directory
- Member Support
- Monthly Newsletter
- Monthly Networking Luncheons
- Networking Opportunities
- Personal Growth/Development
- Political Activism
- Social Events
- Support Networks

Alliance Networking Opportunities, Events, Activities & More

WHEN:	JANUARY 6, 2010 • 5:30 PM
What:	Outreach Committee Meeting
Where:	Home of Pam Fischer
	2218 Franklin St, Denver, CO 80205
RSVP:	Jessica Lynch at 303-870-8395 or
	JessicasHomes@msn.com

WHEN: JANUARY 14, 2010 • 10:30 - 11:30 AM

What:	Networking Events Committee Meeting				
	followed by our January Networking Luncheon				
Where:	Maggiano's DTC*				
RSVP:	DANA LYNCH at 303-463-4839				
	dana@elementsofimage.com				
	2				

WHEN:	January 14, 2010 • 11:30 am – 1:00 pm
What	Allian oo Natayarking Lunahaan

vv nat.	Amance Networking Luncheon				
Where:	Maggiano's DTC, 7401 S. Clinton,				
	Englewood, CO 80112*				
Cost:	\$25 for Alliance members; \$35 for guests				

DSVD: Click to register for lunch horol

RSVP: Click to register for lunch here!

Pre-registration is required by **Monday**, **January 11** at 5:00 PM, for our restaurant guarantee. Save yourself a \$5 late fee by completing your early registration.

We have a fabulous speaker, a great menu and an opportunity for you to jump start those new years' resolutions that involve networking; building new/ or better relationships; or just getting more involved! Come have some fun and get inspired with The Alliance of Professional Women, its different over here! We are dining family style at Maggiano's featuring salads, vegetarian lasagna with marinara sauce and alfredo sauce, salmon with lemon & herbs and chocolate zuccotto cake plus, Vera's lemon cookies for dessert. Raffle gifts provided by **DEBBIE HALL**, **dhallmk@aol.com** Mary Kay Cosmetics (Mary Kay products) and **EDITH SAMOULLET**, Vice President Organizational Consulting, Right Management, **esam.turningpoints@gmail.com** (Navajo necklace)

WHEN: TUESDAY, JANUARY 19, 2010 • 7:30 - 9:00 AM

What:	Public Affairs Committee Meeting
Where:	Zaidy's in Cherry Creek, 1st & Adams
RSVP:	BARBARA CRAWFORD at 303-228-1622 or
	bcrawford@cchealthlaw.com

We are pleased to once again welcome **CHAER ROBERT**, Director of the **Denver Women's Commission**. Chaer, who also serves on the board of the Women's Lobby of Colorado and is active in many other community groups, will brief us on the state legislative session that begins January 13. Chaer is always an entertaining speaker, so please join us for a lively conversation and enjoy a great Zaidy's breakfast! We buy our own breakfasts and chip in to cover the guest speaker's breakfast.

WHEN:	WEDNESDAY, JANUARY 20, 2010 • 5:30 - 7:00 PM				
What:	Member-only Business After Hours,				
	Success Series event (SEE Page 2-3)				
Where:	The Women's College at the University of Denver,				
	1901 E. Asbury Ave., Denver, CO 80208				
Cost:	\$15 per event; \$50 for the entire, 4-program series!				
RSVP:	Go to the Members-only section of APW website				
	to register - www.apwcolorado.org				
WHEN:	Friday January, 29, 2010 • 9:00 – 10:00 am				
What:	Member Support Committee Meeting				
Where:	Paradise Bakery in DTC, just east of I-25				
	at Belleview				
RSVP:	Kristi Sullivan at 720-524-6848 or				
	kristi@sullivanfinancialplanning.com				
WHEN:	February 11, 2010 • 11:30 am – 1:00 pm				
What:	February Networking Luncheon				

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Where:	Location to be determined save the date				

Other Networking Opportunities

WHEN: SATURDAY, MARCH 06, 2010 • 8:30 AM - 9:00 PM

What: **Mini Camp Experience** • Where: Ritz-Carlton, Denver • RSVP: **www.CampExperience.com** or **TRACI** at 303-949-0437 Enjoy a full day of educational keynote speakers, networking activities, delicious meals and an evening of relaxation, Camp style. **Space is limited so register early.**

- **Options are:** \$199 Full Minicamp Registration (8:30 AM 9:00 PM, all meals and networking reception)
 - \$129 Day-only Registration (8:30 AM 5:30 PM, includes networking reception)
 - \$99 Evening-only Registration (4:45 PM 9:45 PM, includes networking reception, dinner and evening activities)

Luncheon Sponsors

CampExperience March 2009 Networking Luncheon Sponsor Ireland, Stapleton, Pryor & Pascoe, P.C. May 2009 Networking Luncheon Sponsor Edward Jones July 2009 Networking Luncheon Sponsor Taylor Made SmallBiz October 2009 Networking Luncheon Sponsor

Interested in becoming a Networking Luncheon Sponsor? Call (303) 368-4747

Sustaining Alliance Members

Deb Ambruster Peggy Anderson Kathleen Bowen Bonnie Busekrus Jessica Lynch Pamela Scharf Alexandra Tune

Communiqué Committee

Pauline Huddleson, Editor Sandy Smith, Co-Chair Stephanie Brooks Kristen Kelly

Communiqué Sponsors

Sandy Smith/Alexander Smith Design www.alexandersmithdesign.net

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Editor N

From The Editor

The deadline for submitting articles for the

COMMUNIQUÉ is Noon on the **15th** of each month. All submissions must be **electronic**. The COMMUNIQUÉ provides stories of interest & information to Alliance members. Please send **ideas, comments, contributions, and questions** to **execdir@apwcolorado.org**

New Members

JEANE DOLE, Principal-Owner - a la carte DESIGN, 303) 885-7706, jtdole@alacartedesign.com

<u>LVNN THOMAS</u>, Senior Director of Development – University of Colorado Foundation, 303-728-4834, lynn.thomas@cufund.org

New Member Profiles

<u>JEANE DOLE</u> – Interior Design- a la carte DESIGN, jtdole@alacartedesign.com 1. Why did you join The Alliance of Professional Women?

I have experienced a wonderful positive energy at every APW luncheon I have attended. There is a warm kind of sharing that I believe is very attractive; building strong friendships and business relationships. I look forward to increasing my participation in the organization in the near future.

2. What are your hobbies?

I love jigsaw puzzles and to travel as often and as far as is possible!

- **3. What is your position/business?** I am the principal/owner of à la carte DESIGN, a residential interior design firm with an emphasis on color consulting and kitchen and bath remodeling.
- **4. What is something that few people know about you?** I am an introvert who works at being an extrovert.

LYNN THOMAS -Fundraising, University of Colorado Foundation, lynn.thomas@cufund.org

1. Why did you join The Alliance of Professional Women?

I joined APW after working with and meeting Karen Rosen on the scholarship the Foundation provides to a University of Denver student and attending the holiday luncheon as her guest. After I learned about the efforts of the Foundation and met a number of APW members at the luncheon, I thought it would be a terrific group to be involved with.

2. What are your hobbies?

Hobbies I enjoy are hiking, reading and my volunteer work with The Evergreen's Blue Spruce Habitat for Humanity affiliate.

3. What is your position/business?

My title is senior director of development for the University of Colorado Foundation. I am a fundraiser for the University of Colorado Denver in areas of international relevance.

- 4. What is something that few people know about you?
 - I'd like to take Flamenco dancing lessons next year.

Attention Alliance Members

The APW welcomes your short articles

sharing business news, promotions, job changes, books authored, awards received, etc. so that we can all celebrate your success!

> Please send ideas, comments, contributions and questions to execdir@apwcolorado.org

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Member News & Information

Anniversaries

The Alliance wishes to **recognize** and **thank** the following women who joined The Alliance of Professional Women in January. We greatly appreciate your continued support of our organization.

- 18 Years **PEGGY ANDERSON**, Law Office of Peggy J. Anderson, PC
- 10 Years ALEXANDRA M. TUNE, Deloitte & Touche
- 5 Years **CINDY ROLD**, Maverick Coaching & Speaking
- 1 year PAMELA SCHARF, Watson Wyatt Worldwide CHERYL SWANSON, AXA Advisors, LLC

Thanks!

The APW would like to thank, ROBIN BERG for hosting and everyone else who lent a helping hand with our **Holiday** Networking Luncheon at the Brown Palace. This was a wonderful event with a beautiful festive room and fabulous food - thank you to all who attended. There was so much positive feedback following the luncheon that we secured it again for our Holiday Luncheon next year.

A Note From The Executive Director

I personally want to thank all of the dedicated APW members who have aided me this past year as I became familiar with the position of executive director of this great organization. I am forever grateful and look forward to a much smoother year; at least I have become more efficient with Blacktie and Constant Contact, smiling.

Wishing you all an amazing 2010! - PAULINE HUDDLESON

APW Outreach Committee Accomplishments for 2009

We had a very successful 2009 thanks to the amazing support of the APW and its members! Here are the wonderful things the APW was able to do for our community this year:

Winter 2009

· Adopted five families a total of 15 people comprised of single moms and their children for the holidays; volunteers from the APW shopped for and wrapped gifts for all five families. Through the support of the APW, we raised over \$800 for this wonderful cause.

Fall 2009

• Participated in a fun 2009 Susan G. Komen Race for the Cure[®]; the team raised \$520 for the cause thanks to Team Captain, ELIZABETH MOORE.

Summer 2009

- Hosted another amazing Family Night Out event at Denver's Warren Village! The success of this event was made possible by the superior efforts of our committee members and volunteers from the APW. Many thanks!
- Participated in a fun 2009 Start! Denver Heart & Stroke Walk; the team raised \$840 for the cause thanks to APW members, KRISTEN KELLY and ANGELA HANSEN.

Spring 2009

- Participated in the Denver Rescue Mission's Girlfriends Volunteer Day where APW volunteers along with the Alliance Foundation and Camp Experience helped decorate flower pots and plant flowers with the children of homeless mothers sheltered at The Crossing, a Denver Rescue Mission housing & outreach facility.
- Completed a successful Dress For Success Blouse Drive; we collected so many wonderful professional clothing donations from all you.

We also **happily welcomed four new members this year**: PAM FISCHER, MECHELLE FAULK, CHELSEY M. BURNS and SARAH GARDNER. We look forward to another fantastic year doing good for our community and supporting women and girls locally! Thank you once again for all of you who made a difference with the APW. We wish you all a very happy and prosperous New Year.

"The greatest gift is a portion of thyself." -

BUSINESS SOURCES

The Personal Advisors of REALART Ameriprise Financial SHERE CHAMPLESS Amy Berk, MBA Ameriprise Financial Services, Inc. Financial Advisor Suite 715 Stanford Place II 7979 East Tufts Avenue Parkway Denver, CO 80237 303.797.2821 Tel: 303.689.7416 5390 Mohawk Road Fax: 303.689.7400 amy.l.berk@ampf.com Littleton, CO 80123 CA Insurance #0F03921 shere@planet realart.com www.planet realart.com **Moye** White Qinda Erickson FOUR SEASONS PRIVATE RESIDENCES Sales Specialist Denver Strategic counsel in A DEVELOPMENT BY 1111 TOWER LLC complex business and real estate transactions and disputes. 1080 Fourteenth Street Denver, Colorado 80202 lerickson@towerprivateresidences.com Moye White LLP Attorneys at law 720.946.3939 phone www.TowerPrivateResidences.com 16 Market Square 6th Floor 1400 16th St Denver CO 80202 1486 tel 303 292 2900 fax 303 292 4510 www.moyewhite.com **Benefit Event Solutions** Internal Threat Readiness Consulting **Internal Threat Audits Data Forensics Investigations** Sandra Mehl **Electronic Data Discovery** .uciData Event Consulting **Electronic Data Collection** Expert i stimony Event Management Software For more information, call 1.866.LUCID in or 8193 E. Phillips Circle 303.771.0450 visit our website at www.lucidatainc.com Centennial CO 80112 sandim1@juno.com McKenna Long & Aldridge... www.mckennalong.com

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CALENDAR OF EVENTS

You can now find an RSVP link to upcoming Alliance Events on our homepage! Go to www.apwcolorado.org and click on the bold RSVP link – it will take you directly to the BlackTie RSVP page for the event for ON-LINE REGISTRATION See PAGE 6 for event information and event codes or call the contact for the event.

January 2010

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FEBRUARY 2010

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