

For immediate release

Andrea LaRew, President

Chamber of Commerce of Highlands Ranch

303-791-3500

andrea@highlandsranchchamber.org

Chamber of Commerce of Highlands Ranch Announces New Name and Logo

[Highlands Ranch, Co, September 26, 2018] The Board of Directors of the Chamber of Commerce of Highlands Ranch announced a new name and logo at the organization's Business After Hours event this week. The new name will be The Chamber of Northwest Douglas County and the new logo and website was unveiled.

The Chamber of Commerce was incorporated in February of 2000 and has since grown to 275 business memberships, representing more than 17,000 employees. In 2016 the Chamber was asked to serve the Roxborough community when the Roxborough Business Association closed and has continued to serve the 80125 zip code as commercial properties begin to open in Sterling Ranch.

Tim Lindsey, owner of Bear Mortgage and the Chamber's current Chairman of the Board stated "The Board of Directors felt it was critical to be more inclusive to the surrounding business community and the areas we serve. Our name no longer reflected the footprint of our organization. We have always had members in Lone Tree since its proximity is so close to Highlands Ranch and many residents frequent those businesses. With continued growth along the 85 corridor and our existing service to Roxborough, and Sterling Ranch, we felt it was the right time to make a change."

The Board of Directors held an annual planning session in April which focused on creating a vision for the organization that was in-line with its increased service area and identified unmet needs of its current and future members. In addition to the name change, new program and service initiatives were identified, and are being worked in to a three-year plan. Among those are programs to assist business in growth mode, and a variety of programs designed to provide opportunities for successful companies, large and small, to mentor others and address workforce issues facing many in the area.

Andrea LaRew, the Chamber's President, said "I am proud of the work this Board has done and I am excited about our new identity. It's not just about the name. We are moving into the future with a focus on a larger sense of community with everything we do. This Board is committed to the success of the business community, and the Chamber, and I am excited about the vision they have created."

The Chamber of Northwest Douglas County provides opportunities and resources for businesses to succeed. As the leader of the business community, the Chamber will strive to meet the ever-changing needs of its members and advocate on their behalf, and be an effective, influential community partner. The Chamber's new website will be www.thechambernwdc.org.

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If you would like more information, please contact Andrea LaRew at 303-791-3500 x 3, andrea@highlandsranchchamber.org.