

# THE MONTHLY MINUTE

60-second snippets at your fingertips.

Delivered to you by Novitas Communications  
Communications. Public Relations. Crisis & Issue Management.

**Welcome to the September edition of *The Monthly Minute*,** your curated source for the latest insights, updates, and viewpoints in Communications, PR, and Crisis & Issue Management.

On September 22, 2025, we transition from Summer to Autumn, and with that, there may also be a shift in our body and mindset. Sure, it will become darker earlier, but Autumn is also the season of beautiful colors, warm days and cool evenings, and thankful gatherings.

Therefore, to keep our body and mind healthy and happy, we included in this edition...

- The power of exercise to avoid workplace burnout
- Some fun networking places to meet
- Our favorite childhood snacks (deliciousness for adults too)

Cheers,

Team Novitas

## INSIDE THIS EDITION

### Survey Minute

- What's your favorite meeting place?

### Perspective Minute

- This Blog Was Written by AI
- A Case Study: Clayworks Brand

### Client Minute

- Metro District Education Coalition
- Cardinal Group Companies

### Self Care Minute

- Work Out to Work On
- Here's our favorite meeting spots

### A Minute of Fun

- Favorite childhood snacks

### Take a Minute to Call Us

- Let's start a conversation

## SURVEY Minute

Each month we'll pose a question and then in upcoming editions, we'll share the feedback.

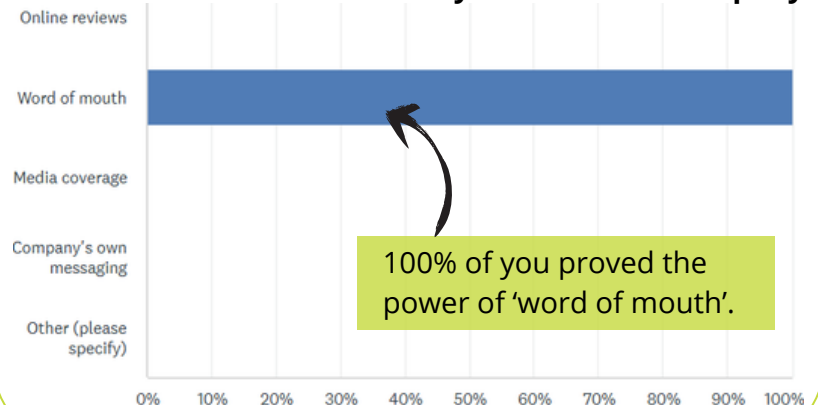
**"Do you have a favorite meeting place or networking site?"**

1. Yes! Here's my fav
2. No, but looking for one.
3. Yes, a bunch! Here they are.

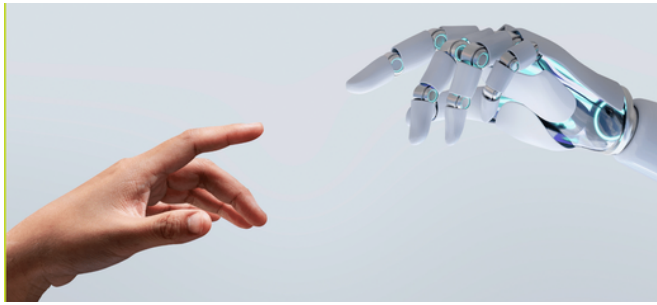
See page 4 for some of *our* favorites!

### Last Month's Results...

#### Which source MOST influences your trust in a company?



In this section, we'll share our perspective – because without perspective, one cannot make fully informed decisions.



## This Blog Was Written by Artificial Intelligence

We wanted to see what would happen if we wrote a blog without human intelligence and so we let AI do its thing.

First, we must give credit to our artificial friend when it admitted there were AI self-limitations – five to be exact.

**Let's explore a bit more about these five, as they are a focal point of why we wrote this article. AI noted...**

Writing and content creation **MUST** include **human intelligence** to make a message more... well, human.



Here are highlights from one of our case studies. It is a special honor to work with local Colorado clients.

## A Case Study

*Clayworks Brand Launch, in partnership with AC Development*



### Challenge

For more than 135 years, the Coors family has owned an important and highly productive property prominently situated in downtown Golden, Colorado. The Coors family determined that this property would host a new CoorsTek global headquarters as well as a new dynamic mixed-use district.



### Solution

Novitas drafted a strategic outreach plan and tailored pitches to engage with prominent Colorado media outlets, including television network news and print publications with a focus on commercial real estate trade publications.



### Results

Our strategic approach enhanced awareness of the project and helped to demonstrate the Coors family's ongoing commitment to both the community and economy of Golden, Colorado.

**AC Development called upon Novitas Communications to cultivate earned media coverage for the project and its official brand launch as "Clayworks."**

**18M+** **\$168K+**  
Reach Ad Value Equivalency

CLIENT  
**Minute**

Here, we share a bit about some of our clients and their good work in our communities.

### Audits!



Ok, we know, adding an exclamation point does not make the topic more intriguing - however, we did take a step in that direction by meeting a wonderful person and expert in the topic, **Amanda Kae Castle**.



In this two-minute read, you will find out what really happens in audits for Metro Districts.



**Amanda Kae Castle** is a former auditor, and currently the Chief Operations Officer and Partner at Pinnacle Consulting Group, a leading firm that provides financial and operational solutions to special districts and municipalities across Colorado.

## Cardinal Group<sup>™</sup> COMPANIES

*Cardinal Group Companies ("CGC") is a fully integrated real estate management, investment, construction, consulting, and marketing firm focused on multifamily and student housing throughout the country.*



**Milestone Moment:**  
**100,000 Beds and Climbing!**



And they have a really cool set of Core Values!

"We never measured success on our bed count; we measured success on living out our Mission: being the best place to work so that we can create amazing experiences for our residents,"  
~ **Alex O'Brien, CEO of Cardinal Group.**

TOTAL BEDS	TOTAL UNITS	U.S. STATES	TEAM MEMBERS	AWARDS
108,000+	52,500+	38	2,300+	58+

# SELF CARE Minute

In this section, we will share insightful articles to help us continue to care for ourselves, so we can strive to be better people – to help us thrive in our relationships, our business, and our community.

## Workout to Work On

Novitas' own **Jessie Korner**, shares some insight in the power of exercise to avoid workplace burnout.

Here's a teaser...

- Acknowledge it.
- Model it.
- Speak it.
- Live it.



Here are a two of our favorite meeting spots

Email us, and let us know your favorite spot.

## HAPPY CREW COFFEE HOUSE

A COFFEE HOUSE WITH PURPOSE



- Membership program.
- Workspace access.
- Supporting teens.
- Event spaces.
- Mental wellness workshops.
- Corporate sponsorships.
- Premium Coffee.



SAME Café creates community through healthy food access

Everyone needs to eat, and everyone deserves access to healthy food. The SAME model works to build community around our shared love of food and helping each other out.

- Whole people.
- Belonging.
- Phenomenal food.
- Participation.
- Leadership through service.

In this section each month, we will feature food & drinks fitting for the season. Why? Because we all need a moment to enjoy the good things in life, and quenching our palette, especially with family and friends, can be a beautiful thing.

Since September is traditionally a back-to-school month, we thought we'd get a little nostalgic in remembering our grade-school and high school days.

So, we asked ourselves, **what are our favorite childhood snacks?** As adults, we enjoy these still today - and have introduced them to our kids. We'll assume you know the recipes.



**Cinamnon Toast with  
Brown Sugar & Butter**



**Toasted Peanut Butter  
& Jelly Sandwich**



**Oatmeal Cream Pie, a  
Little Debbie Delectable**



**Mother's Chocolate Chip  
Cookies**



**Peanut Butter & Banana  
on Rice Cake**



**Plain Cheese Quesadilla -  
Stove Cooked**

**Ok, now we're hungry.**

# HAVE Lunch with us

AND LET'S START A CONVERSATION

Yes, lunch - or breakfast, or happy hour.  
Please take a minute to email us or call us.  
We'll make time for you.



## We exist to help your organization realize its strategic goals.

Novitas is a full-service public relations agency providing award-winning solutions and execution to a diverse and international clientele.



*“We personalize everything. Our team is hands-on - and the benefit of that is that we are keeping track of the data, every day. We tweak our campaigns constantly and make sure we're providing the best bang for our clients' buck.”*

*~Michelle Lyng, President & CEO*



## We're located in Denver, and work with clients anywhere in the world. We'd love to hear from you.

- Is there a new section you'd like us to include?
- What topics do you want us to pursue for future editions?
- How may we enhance this newsletter to be more fitting for your needs?

## We're always open to feedback.

Send us a note anytime at [info@NovitasCommunications.com](mailto:info@NovitasCommunications.com) and a real person will get in touch with you. No bots here.

