

BOULDER COUNTY BUSINESS REPORT

\$1

BIZWEST
MEDIA



CONSTRUCTION QUEST

Broomfield first up in series
on projects in Boulder Valley
15A



ADVERTISING & MARKETING

Videos are key component
of online marketing plans
21A

Volume 32 | Issue 7 | March 15-28, 2013

Lawmakers allege EAGLE-Net waste

BY STEVE LYNN
slynn@ncbr.com

BROOMFIELD — A \$100.6 million federal grant awarded to Broomfield-based EAGLE-Net Alliance as part of the economic stimulus has drawn fire from lawmakers who question whether it is wasting taxpayer dollars to compete against companies that already sell high-speed broadband in rural areas.

"They're competing for the very same customers that these private telecom providers are," Rep. Cory Gardner, R-Yuma, told the Business Report.

Government-funded program creating fiber-optic network

Republican lawmakers on the House Committee on Energy and Commerce, including Gardner, questioned officials about EAGLE-Net earlier this month during a hearing in Washington, D.C., on the wider \$7.2 billion broadband stimulus program.

EAGLE-Net, which stands for Educational Access Gateway Learning

Environment Network, is a quasi-government group that received its grant in the fall of 2010 as part of the Broadband Technology Opportunities Program, run by the National Telecommunications and Information Administration.

The program is aimed at expanding fiber-optic Internet service, the fastest connection, to more of the United

States. Only about 20 percent of American households have access to fiber-optic service compared with 86 percent in Japan and two-thirds in South Korea.

The questions about EAGLE-Net focus not only on whether it is extending its fiber-optic network to the right places. According to government documents, EAGLE-Net already has used or committed \$96 million of its federal grant while reaching only about 55 of the more than 220 K-12 school districts, libraries, community colleges and other educational institu-

► See **Wasteful, 19A**

Rally files for IPO, \$70 million offering

*Boulder software firm's
stock will trade on NYSE*

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

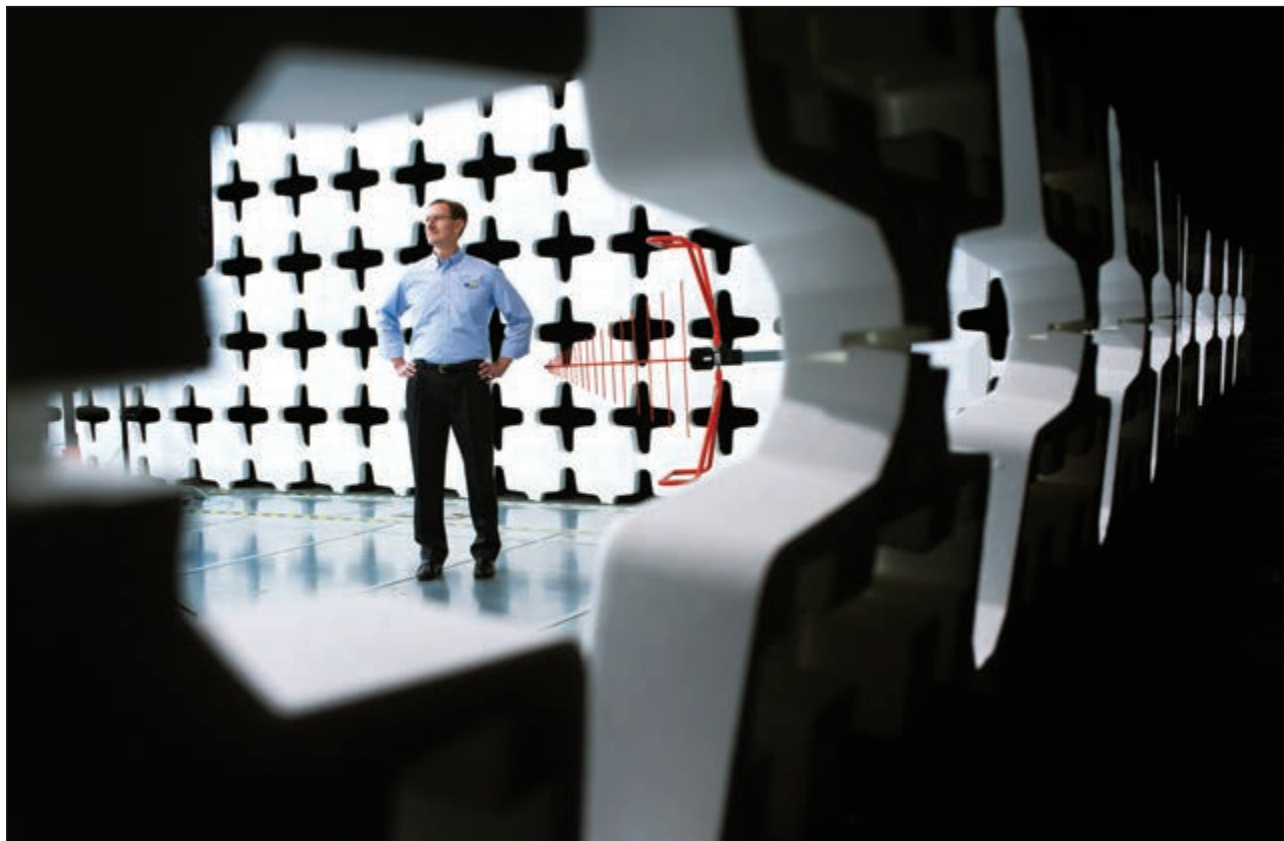
BOULDER — Rally Software Development Corp., a Boulder-based software development company, has registered with the SEC to go public in what looks to be a \$70 million offering.

Rally has yet to announce the number of shares to be sold, set a price range or announced a date for the sale, according to the filing and a March 11 press release from the company. Rally's S-1 registra-

► See **Rally, 19A**

Putting products to the test

Longmont firm measures products' electromagnetic compatibility



JONATHAN CASTNER

Vince Greb, founder of Longmont-based EMC Integrity Inc., stands in one of the region's only large-scale chambers for testing electromagnetic emissions. The company measures "electromagnetic compatibility," the generation and reception of electromagnetic energy and its negative effects on manufactured products. **See story, 10A.**

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British data firm to open U.S. HQ in Boulder

Editor's note: The following is a wrap-up of breaking local business stories published daily on the Boulder County Business Report's website. Sign up for our free BCBRdaily, an all local e-news report sent to your email each weekday. Just click on "Register for E-Newsletters" at www.BCBR.com.

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — Beyond Analysis Inc., a data analytics company based in London, is in the process of opening its U.S. headquarters in Boulder and expects to employ about 25 people within the end of the year.

Beyond Analysis develops "productive analytics" tools for financial service companies and retailers, said Hunter Albright, Beyond Analysis' chief executive for North America and the global head of consulting. Currently, Albright is the only employee in Boulder, but the company plans to expand quickly. Its office is at 3005 Center Green Drive, Suite 115.

The company has a single U.S. client, Denver-based Rainbow Rewards, which develops "cash back" rewards programs for businesses.

Having its U.S. headquarters in Boulder gives Beyond Analysis access to potential partners in the "big data" industry, knowledgeable investors and

a convenient location between both coasts, Albright said.
Posted March 11.

Brewery eyes crowdfunding

LONGMONT - Six Longmont beer enthusiasts are turning to crowdfunding to launch their own craft brewery, to be named 300 Suns Brewing.

300 Suns Brewing is trying to raise \$45,000 on the crowdfunding site Indiegogo.com by the end of April 19. According to a press release from the company, they are trying to open at a yet-to-be-determined location in the latter half of this year.

BCBR DAILY

300 Suns is trying to raise money to obtain a 7-barrel brewing system, according to the release. Depending on their contribution, donors will be recognized as a "300 Suns founder," receive merchandise like bottle openers or glassware or be honored on medallions built into the brewery's bar top.

300 Suns Brewing's Indiegogo page is igg.me/at/300sunsbrewing
Posted March 12.

Brewer OK'd for rebates

BOULDER — Upslope Brewing Co. is eligible to receive up to \$50,000 in tax and fee rebates from

the city of Boulder for its new taproom at 1898 South Flatiron Court, the city announced.

Upslope was founded in 2008 by Matt Cutter. The company brewed beer and had a taproom in an industrial park on Lee Hill Road. The company is expanding and adding new equipment, according to the release.

Upslope wanted to stay in Boulder, and the rebate helped, Cutter said.

According to the city, Upslope Brewing's application is the sixth approved 2012 flexible rebate application. The city's approved 2012 budget includes \$350,000 in funding for 2012 flexible tax and fee rebates for primary employers. The city can create specific incentive packages for tax and fee rebates to meet a company's needs. Company granted rebates receive the rebate after it has made its investment and paid the taxes or fees to the city.
Posted March 8.

Level 3's chief executive to quit

BROOMFIELD — James Q. Crowe, the only chief executive Level 3 Communications Inc. has known in its present incarnation as a global Tier 1 telecommunications company, will step down from the position by the end of the year, the company said.

The board of directors of Broomfield-based Level 3 (NYSE: LVT) has formed a planning committee

BCBR Opinion Poll
Our online question:
President Obama wants to raise the minimum wage to \$9 per hour. Colorado's stands at \$7.78. What would you like to see?

Take it back to \$721%

Keep it at \$7.8825%

\$9 sounds good40%

Make it an even dozen - \$1214%

— 106 votes from Feb. 27 to March 11

This poll is not scientific and reflects only the opinions of those Internet users who have chosen to participate. The results cannot be assumed to represent the opinions of Internet users in general, nor the public as a whole.

Take the **BCBR Opinion Poll** online at **BCBR.com**.

to oversee the leadership transition. Crowe will assist the board and his eventual successor in the transition, a media release from Level 3 said. The board could decide to move up Crowe's departure, the release said.

Crowe said he and the board have been discussing the transition "for some time," and that he is leaving
➤ See **BCBRdaily**, 31A



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- Rebuild America with Jeff Santos1-2PM
- Healthline with Dr. Bob Marshall3:30-4PM
- Winning on Wall Street4-5PM
- Market Wrap with Moe Ansari5-6PM
- Repaving Main Street6-7PM
- Women's Radio Network7-8PM
- Boomer Radio Network8-9PM

Hope has high hopes for high-tech hummus

BY MICHAEL DAVIDSON
mdavidson@bcbcr.com

BOULDER — Hummus is one of the world's oldest foods, but a local company thinks a new, high-tech way of making it — using high-pressure processors — will be the key to realizing its ambitious plan to become a nationally known name in the natural- and organic-foods industry.

Hope Foods is a Boulder-based natural-foods producer whose flagship product is organic, vegan and gluten-free Hope Hummus. The

hummus comes in several varieties, such as organic jalapeno cilantro, sweet potato and Thai coconut curry.

To realize its ambitions, Hope Foods needs to solve one of the biggest problems all natural-foods producers face: how to extend shelf life without preservatives or compromising quality. A new facility in Louisville, into which the manufacturer will move this spring, will be crucial to that.

Hope Foods LLC in January bought the 58,900-square-foot warehouse at 1850 Dogwood St. in

Louisville for \$2,874,001, or \$48 per square foot. The property will become a food-manufacturing facility, warehouse and office.

Hope Foods is installing a line of new, state-of-the-art high-pressure processors. High-pressure processing is a new technology that uses pressure to kill bacteria that cause spoilage, which allows Hope Hummus to extend its shelf life. Using pressure instead of heat pasteurization means the food retains its flavor.

"It's an alternative to heat pasteurization," marketing manager

Stephen Villanueva said. "For the natural-foods industry, for people who don't want to add heat or don't want to add preservatives, you put it under extreme pressure, like 87,000 psi (pounds per square inch), and it literally busts up the bacteria."

"We're hoping to get two to four times the shelf life you normally get for a product," Villanueva said.

Problems with shelf life hit the company hard last summer, and for a few months it was a "touch-and-go" situation.

"We would have been profitable at
► See **Hummus**, 27A

Jen's Zen



MICHAEL MYERS

Jennifer Lane, founder of Louisville-based Jen's Zen LLC, shows off her dairy- and gluten-free raspberry and original chocolate dessert sauces at Alfalfa's Market in Boulder. "We would like to see our products explode at the national level," she said.

More chocolate sauce, please, and hold the milk

BY ELIZABETH GOLD
news@bcbcr.com

LOUISVILLE — Anyone who grew up in the Midwest knows the primary role dairy plays in the daily menu. It's therefore not a conceptual leap to understand how a Midwesterner who finds out she's lactose-intolerant could be a little confused about how to bridge the gap between tasty and tolerable.

One taste of Jen's Zen dairy- and gluten-free chocolate sauce indicates that a new business owner in Louisville has developed a way to successfully blend the two.

Jennifer Lane, founder of Jen's Zen LLC, was diagnosed lactose intolerant 16 years ago. When her son was born with a milk allergy, she decided

“I bootstrapped
to get this far with
less than \$10,000.”

Jennifer Lane
FOUNDER,
JEN'S ZEN LLC

to stop cheating on her own diet and figure out how to keep a promise to her family that they'd always have sweet treats in the house.

After pinning down the recipe for her family, Lane took the next step. She got her original chocolate sauce placed on the shelves of Lucky's Market in Boulder in 2011, met with a Whole Foods Market buyer around

the same time and today sells three flavors in about 40 stores.

Lane's biggest challenge along the way has been keeping up with the demand.

"We were warned by colleagues that when you go into Whole Foods, be prepared," she said. "We were making it ourselves with friends over a hot kettle at a commissary at the time."

With a few hundred jars on hand, she unveiled Jen's Zen chocolate sauces at the reopening of the Whole Foods Market on Pearl Street in Boulder.

"Twenty-five to 30 jars easily walked off the shelves during our demos, and we did several a month in the beginning," Lane said. "Most

► See **Jen's**, 29A

Snack maker leaves heart in Boulder

You can move away from Boulder, but the magic of the place always stays with you.

Boulder's marketing mystique is so potent that the iconic Flatirons, the city's mountain backdrop, continue to grace the bags of kettle chips from Boulder Canyon Natural Foods even though the company has left town.

More than two years ago, the former Boulder snack food manufacturer relocated to Phoenix, where its parent company Inventure Foods Inc. (Nasdaq:SNAX) is based, said Matt



Jackson. However, the product line and its website still cling to their Boulder identity. A photo of the Flatirons is the

BCBR EYE

backdrop for the site, and the bags that contain the chips still are imprinted with Boulder, Colorado.

The "Boulder" name is synonymous with natural foods, so the name and that Flatirons logo will remain on the package, no matter where the company is based, he said.

In keeping with the Boulder Canyon theme, the company recently started selling two new "canyon cut" flavors: Olive Oil Canyon Cut and Avocado Oil Canyon Cut.

When you think "canyon cut," think "ridges" in a crackerlike chip, Jackson said.

Boulder Canyon also has the new Baked Sweet Potato Fries chip flavor. All three new chip flavors are certified as being made with ingredients that contain no genetically modified organisms, Jackson said.

That Boulder mindset makes for "a 'better for you' snack profile."

Just don't forget to check the number of calories.



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Boulder-owned utility not seen as bond worry

BY MICHAEL DAVIDSON
mdavidson@bcbcr.com

“Public power
is a widely known
commodity. Many
communities have it.”

Michael Berwanger
MANAGING DIRECTOR,
PFM GROUP

BOULDER — If the city of Boulder’s financial assumptions about a possible municipal utility are incorrect, the error should be in the city’s favor, the expert in financing public utilities the city used to create its latest financial forecast said Tuesday during a conference call hosted by the city.

Michael Berwanger, managing director of the PFM Group, said Boulder likely would be able to present a municipalization plan that would be well received by the bond market, should the city go through with creating a municipal utility.

The city’s financial forecast “was built with conservatism in mind and utilizes what we would characterize as conservatives assumptions,” Berwanger said. Among the assumptions are an “A-minus” bond rating, which would be well below the city’s current “AAA” rating.

Selling bonds would be a crucial part of Boulder’s effort to launch a municipal utility. In November 2011, Boulder voters narrowly approved two ballot measures giving the city council authority to create an electric utility under certain conditions. City staff and consultants have been studying the issue since.

Berwanger was involved in the study process. His firm specializes in financial consulting for municipal utilities.

Boulder would have to show investors it has a credible operations and financial plan, and its debt would be costlier because it is a startup utility, Berwanger said. But the market for utility bonds exists.

“Public power is a widely known commodity. Many communities have it,” Berwanger said.

Berwanger was joined by consultants the city used to study reliability and governance structure. The conference call was part of the city’s ongoing effort to reach out to resi-

dents and businesses as it considers which course to take.

At its April 16 meeting, Boulder City Council is scheduled to decide whether to give the city’s staff the go-ahead to the next phase of its work.

Phase 2 would involve creating a more detailed operational plan, preparing information for a possible bond sale and setting the legal framework for creating the utility, said Heather Bailey, Boulder’s executive director of energy strategy and electric utility development.

Boulder currently is served by Xcel Energy Inc., an investor-owned utility which owns the transmission system in Boulder. Xcel Energy has said it does not want to leave the market or sell its assets.

An impasse in negotiations could lead to litigation, as Boulder could take the grid through the power of eminent domain. In that case, Boulder and Xcel Energy would head to state court to determine how much Boulder would have to pay Xcel Energy.

A conference call participant asked about legal fees, and in what cases Boulder would have to pay back Xcel Energy if it decided not to municipalize when the process was nearing its final stages.

The Boulder city attorney’s office only believes the city would be liable for Xcel Energy’s legal fees if it lowballed its offer in condemnation negotiations, said Kathy Haddock, a lawyer with the office.

BOULDER COUNTY BUSINESS REPORT

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Biotechs benefit by collaborating with CU

Genome analysis saves research time, money

BY ELIZABETH GOLD
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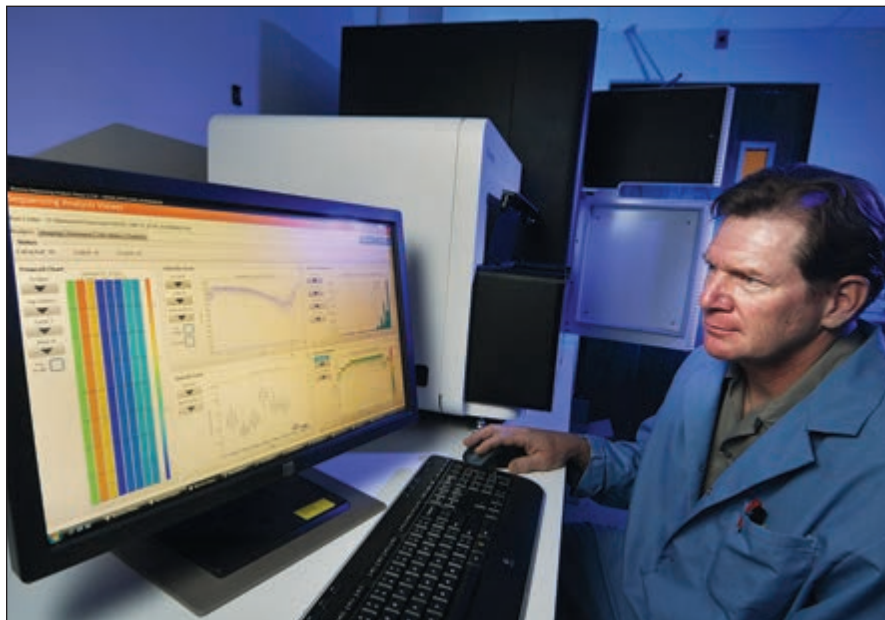
BOULDER — Regional biotech companies and organizations have been able to save time and money on research as a result of a \$1 million investment by the University of Colorado-Boulder.

The Illumina HiSeq 2000 sequencer, the supercomputer that analyzes the data it collects and the expertise of the doctor who runs the lab, is boosting local research in a number of ways — including increasing the efficiency of experiments and the amount of information derived from them.

Since CU's BioFrontiers Institute opened last year, about 20 businesses and organizations have taken the university's offer to use its sequencer, including OPX Biotechnologies Inc. in Boulder and Thermo Fisher Scientific Inc. in the Lafayette.

Known as next-generation sequencing, the technology determines the chemical composition of genomes, which represent the complete genetic makeup of cells.

Most every cell in a body contains a complete copy of genomes — rep-



COURTESY UNIVERSITY OF COLORADO-BOULDER

Jim Huntley, director of the Next-Generation Sequencing Facility at the University of Colorado-Boulder's BioFrontiers Institute, monitors data from an Illumina HiSeq 2000 sequencer. The technology determines the chemical composition of genomes, which represent the complete genetic makeup of cells.

resenting all the genes necessary to make up that organism.

"Sequencing data can be used in as many ways as someone can think to use it," said Jim Huntley, director of the Next-Generation Sequencing Facility at the BioFrontiers Institute.

"For example, if you wanted to come up with a bigger and better chickpea, you could use the genet-

ic information from sequencing to determine which varieties are more drought resistant and use that information in breeding strategies to come up with healthier crops."

Rather than altering the new version using GMO techniques, sequencing helps find a way to use the information that's already there.

Uses for sequencing in the medical

industry include potentially reducing the amount of time and increasing the amount of accuracy in determining treatment for serious diseases. With information from sequencing a tumor sample, for example, researchers could determine the best treatment for a particular individual upfront rather than relying on the trial-and-error process.

About two years ago, BioFrontiers recruited Huntley from Illumina because the Institute needed a niche expert to develop the sequencing capability for their own researchers, as well as to provide support for local startups and biotech companies.

Prior to setting up the lab, local sequencing projects tended to go overseas or to use microarray technology, which provides a narrower margin of data.

"Capital expenditure on rapidly evolving technologies used for research is a huge barrier for small- and mid-size businesses," Huntley said. "Working with us gives these companies access to cutting-edge research equipment without substantial overhead."

Partnering with biotech companies also helps support commercialization efforts while strengthening the biotech industry in Colorado.

"Our primary mission is to sup-

► See **Genome, 8A**



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CU gets high marks from bond-research group

The University of Colorado system is ranked 18th among colleges nationwide as a good place to invest in bonds, according to a new report by MunicipalBonds.com., an industry research group owned by Mitra Media in New York.

Municipal bonds generally are used by government entities to build new buildings and make other capital improvements.

The CU system contributed \$5.3 billion to the Colorado economy from 2011 to 2012 and employed more than 43,000 people, the report noted.

"The school's municipal bonds hold significant appeal, especially for those looking for shorter maturities," the report says.

That's music to the ears of Donald Eldhart, treasurer and associate vice president and chief investment officer for CU.

"The institutions on this list provide value to the buyers of tax-exempt securities," Eldhart said.

On the CU-Boulder campus, such bonds have been used to fund the new Visual Arts Building, the Center for Community and Andrews Hall in the Kittredge housing complex. They also could come in handy in the future if and when the university goes looking for funding to pay for a planned three-story building atop the Euclid

AutoPark parking garage, according to Eldhart's office.

Steer clear of scams

How many times have you heard, "When an investment sounds too good to be true, it probably is."



BANK NOTES

Beth Potter

Unfortunately, the reason you keep hearing it is that consumers continue to fall for financial scams, according to Fred Joseph, the state's commissioner on banking and securities. One of Joseph's jobs is to investigate and license stockbrokers and others in the financial community.

The commissioner recently filed a complaint in Denver District Court against Gary Snisky of Longmont and the independent private equity funds Colony Capital LLC, Colony Capital LP and Colony Capital Group for allegedly defrauding at least 20 investors out of more than \$3.2 million.

Joseph has issued a common-sense list of investment tips that bears repeating:

1. Do not invest immediately. No investment is so "hot" that it can't be bought tomorrow, Joseph said.

2. If you're working with a stockbroker, check to see if he or she is registered with the state as required by law. Call the Colorado Division of Securities at 303-894-2320.

3. Get information in writing about the investments you plan to make. Never make an oral commitment before reading the fine print, Joseph said.

4. Do independent research on the potential investment you're interested in, and check the background and reputation of the person pitching it to you, Joseph said.

Area a VC leader

Boulder County ranked only behind Silicon Valley in 2012 when it came to the amount of venture capital invested in local startup companies per capita.

Pretty heady stuff for our local entrepreneurial scene.

Brian Lewandowski, at the business research division of the Leeds School of Business at the University of Colorado-Boulder, compiled the per-capita ranking, using information from PricewaterhouseCoopers LLP and National Venture Capital Association data from Thomson Reuters as well as U.S. Census Bureau statistics.

The Boulder-Longmont region saw \$854.94 per person in venture capital invested in 2012, according

to the data. San Jose, California, was No. 1 in venture capital invested per capita, at \$2,181.55 per person, according to Lewandowski. San Francisco was No. 2, with \$1,532.69 per person, according to Lewandowski's data. Denver was No. 15, with \$93.31 invested per person.

In total dollar terms, San Francisco had the bulk of the 2012 venture capital investment, with \$5.64 billion. San Jose had \$4.07 billion, and Boulder-Longmont had \$256 million.

See Dick and Jane invest

At least one financial group is looking to promote financial literacy for children, taking a page from the playbook of the national "Read Across America" day (held March 1 this year).

Even if you're a grownup, you still may be able to learn a thing or two from the book "Growing Money, A Complete Investing Guide for Kids," according to the industry group GoBankingRates.com.

It's written for the stock broker in training in all of us. The book has simple explanations of compound interest, bonds, mutual funds and how to read and understand the financial section of the newspaper.

Beth Potter can be reached at 303-630-1944 or bpotter@bcbr.com.

BOULDER GREEN BUILDING AWARDS

The deadline for entering is April 22.

The Boulder County Business Report and the Colorado Green Building Guild have teamed up to present the inaugural **Boulder Green Building Awards**.



This competition recognizes building owners and professionals who are leaders in making green building a common practice in the Boulder Valley. Awards will be presented in eight categories, including:

- | | |
|--|---|
| <input type="checkbox"/> Best Green Adaptive Reuse of Existing Building | <input type="checkbox"/> Best Green Residential Retrofit or Remodel |
| <input type="checkbox"/> Best Green Educational Facility | <input type="checkbox"/> Best Green Improvement on a Historic or Old Building |
| <input type="checkbox"/> Best Green Health-Care Facility | <input type="checkbox"/> Best Green Hospitality Facility |
| <input type="checkbox"/> Best Green Multi-Residential Building | <input type="checkbox"/> Open Category |
| <input type="checkbox"/> Best Green Improvement on a Commercial Building | |

BOULDER COUNTY
**BUSINESS
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An overview of the finalists will appear in the Boulder County Business Report May 11 issue and awards will be presented at BCBR's annual Green Summit in late May. To nominate a building go to www.coloradogreenbuildingguild.org by April 22.

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Slow Money mix of philanthropy, investing

Nonprofit in Boulder finds investors for natural-products firms

BY BETH POTTER

bpotter@bcbr.com

BOULDER – Slow Money may be the largest national nonprofit investment group you've never heard of, and it's based in Boulder.

But maybe you have heard of Esoteric Foods Co. in Broomfield, which plans to grow its Zuke pickled products on grocer shelves in coming months following an approximately \$20,000 investment from Localization Partners LLC, the Boulder-based investment arm of Slow Money.

Or maybe you have heard of Source Local Foods, a food distributor in Broomfield that works closely with local farmers to get fresh vegetables to local markets. Source also received funding from the local investment arm of the group.

Nationally, the Slow Money group has invested more than \$22 million in 185 food enterprises in recent years, according to Woody Tasch, the group's founder. The group has an annual budget of close to \$1 million, according to tax forms filed with the Internal Revenue Service – money

generated by 150 founding members and by ongoing contributions.

Slow Money's investments in food entrepreneurs and marketing work is based on the book "Inquiries into the Nature of Slow Money: Investing as if Food, Farms and Fertility Mattered," written by Tasch and published in 2010.

As the book gained notoriety in foodie circles, Tasch decided to start the Slow Money nonprofit in Massachusetts. He moved the group to the foothills above Boulder in January 2012. Some 150 founding members invested between \$1,000 and \$50,000 each in Slow Money, including Greg Steltenpohl, founder of Odwalla Inc., a juice company in Denver, and George Siemon, chief executive of Organic Valley, the largest cooperative of organic food farmers in the United States based in LaFarge, Wisconsin.

The group's goal is to give money to fledgling food enterprises across the country to help them thrive. Slow Money has grown to 17 chapters across the United States and six investment clubs.

Tasch calls the group's mission a cross between philanthropy and investing in local food industry companies.

"I didn't have any forward knowledge about how this might become a national organization, but the book kind of sparked it," Tasch said.

Most of the investments have been



COURTESY SLOW MONEY

Slow Money has invested more than \$22 million in 185 food enterprises in recent years, according to Woody Tasch, the group's founder.

low-interest loans, Tasch said. In most cases, investors have not required collateral to make the loans.

The investment concept has "gotten some buzz" from media such as Entrepreneur.com, which called Slow Money "one of the top five trends in finance in 2011," Tasch said.

"We have gotten noticed by a whole lot of people," Tasch said. "Now our job is to live up to that hype."

One new initiative is the group's Soil Trust, a unique mix of crowd-funding and philanthropy.

Crowdfunding is the word coined to describe startup companies and individuals going online to raise money through national websites such as www.kickstarter.com, www.indiegogo.com as well as others. The fundraising mechanism gained traction following the new Jumpstart Our Business Startups, or JOBS Act, approved by Congress in 2011. The Soil Trust has raised \$60,000 so far through an online marketing campaign.

Tasch's belief in the importance of local investors putting money into local enterprises comes from his time as the former chief executive of Investors' Circle, a national angel investment network based in Durham, North Carolina, and in San Francisco. The network focuses on generating social returns on investment, putting \$165 million so far into more than 230 companies, according to data on its network. An angel investor is an individual who invests money into promising enterprises, usually with an expected rate of return. With social investing, the rate of return isn't necessarily fixed, Tasch said.

In such a model, small investors who put money into the Soil Trust, might see their investment more as

► See **Slow**, 31A

20th ANNIVERSARY

Induction Luncheon April 24

Boulder County Business Hall of Fame

Recognizing Business at its Best

Inductee and Alumni Reception
(open only to inductees, alumni and sponsors)
March 20, 2013

Induction Luncheon
April 24, 2013
11:30 a.m. – 1:30 p.m.
Plaza Conference Center
1850 Industrial Circle,
Longmont, CO 80501

The Boulder County Business Hall of Fame recognizes outstanding business leaders from the present and past. Inductees honored have been instrumental, through business-related efforts, in providing direction, energy and support to the shaping of Boulder County since its inception.

The Boulder County Business Hall of Fame is a nonprofit corporation, with all proceeds supporting the Hall of Fame and its programs. Every year, the Hall of Fame donates scholarships to deserving students at the University of Colorado Leeds School of Business. In 2012, four scholarships totaling \$10,000 were presented.

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Snarf Burger to offer fried foods, custard

BY BETH POTTER
bpotter@bcbr.com

BOULDER – Snarf’s Sandwich Shop is branching into the burger and frozen-custard business.

Denver-based Snarf’s LLC plans to open its first Snarf Burger with a menu of hamburgers, deep-fried hot dogs, deep-fried bologna sandwiches and frozen custard.

The new restaurant is slated to open Monday, April 15, at 2000 Arapahoe Ave. in Boulder, former home of Daddy Bruce’s Bar-B-Que, which closed in 2012.

Jim Seidel, founder and chief exec-

utive of the sandwich chain, plans to do business as Snarf Burger at the 351-square-foot location, since “Snarf” has better brand recognition than “Flippin’ Burgers,” the formal business name. A sign hanging on the outside of the building features the Flippin’ Burgers logo – a burger with a face.

Seidel plans to charge about \$5.50 for a double cheeseburger and \$3.50 for a “concrete,” a frozen custard treat served in the style of the iconic Ted Drewes Frozen Custard in St. Louis. He jokes that he almost called the restaurant, “Fried.”

“A fried bologna sandwich – it’s the best,” Seidel said. “The translation

doesn’t work quite right, but when you dig into it, you love it.”

The original Snarf’s location at 20th and Pearl streets in Boulder opened more than 16 years ago. That restaurant later moved to 2128 Pearl St., on the south side of the street. Snarf’s has three other locations in Boulder County – one in Boulder and two in Longmont. The company also is close to signing at least two new leases in the Denver metro area, along with a new lease on a location in Austin, Texas, Seidel said.

Snarf’s last week announced plans to increase its current 15 restaurants to 50 locations by 2018.

GENOME from 5A

port the Boulder campus and the Anschutz Medical Campus as well as other research and biotech companies,” Huntley said.

Partners, as he calls the groups that utilize the Next-Generation Sequencing Facility, are in Colorado, New Mexico and Nebraska. “Our model is number 753, so there are at least that many in the world,” he said, referring to the number of sequencers like the one at CU.

Using a fee-for-service business model, the next-generation facility bases charges on the extent of data an organization is looking for. Costs range from \$1,500 to \$26,000 per project.

With a combined biotech and business background, Huntley built the institute’s business model. “A lot of time facilities struggle to remain solvent,” he said. “We’re not making money but we’re not losing it either. I’m pretty proud of that.”

To date, the Institute has worked with about 20 outside entities.

“Some of our partners use the data to do product development — to look at the response of cells to drugs in development — and some investigators and researchers are in renewable energy and biofuels,” Huntley said.

Travis Wolter, a scientist in the genomics group with OPX Biotechnologies in Boulder, works on projects with Huntley as one of the facility’s partners.

OPX develops and produces bio-based chemicals that compare with traditional petro-based chemicals.

“Using next-gen sequencing, we have been able to cut costs, improve data quality and implement changes even faster than we were with our microarray system,” Wolter said. “Traditional DNA sequencing requires preparing an individual sample and knowing the target you’re looking for in the sequence.”

Next-generation sequencing, on the other hand, measures the sequence in a sample without a target, therefore letting researchers look for unknowns rather than knowns.

“He provides genetic information that allows us to answer questions in a matter of weeks rather than months or years.”

Annaleen Vermeulen, senior scientist with Thermo Fisher Scientific Inc. in the Lafayette facility where it manufactures RNAi products, also has worked with Huntley.

She describes next-generation sequencing as expensive, but it’s more than the direct costs that make working with Huntley valuable.

“We propose to Jim to run an experiment, and he gives us feedback so we’re able to design the experiment more efficiently, making the project move more quickly,” Vermeulen said. “The commercial providers’ costs for standard applications were higher than Jim ... (and they) were not willing to work with us to do custom applications.”

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DISCOVERIES

Research reveals volcanoes mask warming

BY JIM SCOTT

Special to the Business Report

BOULDER — A team led by the University of Colorado-Boulder looking for clues about why Earth did not warm as much as scientists expected between 2000 and 2010 now thinks the culprits are hiding in plain sight: dozens of volcanoes spewing sulfur dioxide.

The study results essentially exonerate Asia, including India and China, two countries that are estimated to have increased their industrial sulfur dioxide emissions by about 60 percent from 2000 to 2010 through coal burning, said Ryan Neely, lead author of the study, who led the research as part of his CU-Boulder doctoral thesis.



COURTESY UNIVERSITY OF COLORADO/ U.S. GEOLOGICAL SURVEY

A new study led by the University of Colorado-Boulder indicates emissions from moderate volcanoes around the world like the Augustine Volcano in Alaska, shown here, can mask some of the effects of global warming.

tions create sulfuric acid and water particles that reflect sunlight back to space, cooling the planet.

Neely said previous observations suggest that increases in stratospheric aerosols since 2000 have counterbalanced as much as 25 percent of the warming scientists blame on human greenhouse-gas emissions.

"This new study indicates it is emissions from small to moderate volcanoes that have been slowing the warming of the planet," said Neely, a researcher at the Cooperative Institute for Research in Environmental Sciences, a joint venture of CU-Boulder and the National Oceanic and Atmospheric Administration.

A paper on the subject was published online in Geophysical Research Letters, or GRL, a publication of the American Geophysical Union. Co-authors include professors Brian Toon and Jeffrey Thayer from CU-Boulder; Susan Solomon, a former NOAA scientist now at the Massachusetts Institute of Technology; Jean Paul Vernier from NASA's Langley Research Center in Hampton, Virginia; Catherine Alvarez, Karen Rosenlof and John Daniel from NOAA; and Jason English, Michael Mills and Charles Bardeen from the National Center for Atmospheric Research in Boulder.

The new project was undertaken in part to resolve conflicting results of two recent studies on the origins of the sulfur dioxide in the stratosphere, including a 2009 study led by the late David Hoffman of NOAA indicating aerosol increases in the stratosphere may have come from rising emissions of sulfur dioxide from India and China. In contrast, a 2011 study led by Vernier — who also provided essential observation data for the new GRL study — showed moderate volcanic

► See **Volcanoes**, 10A

DISCOVERIES

Small amounts of sulfur dioxide emissions from Earth's surface eventually rise 12 to 20 miles into the stratospheric aerosol layer of the atmosphere, where chemical reac-



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and learning opportunities,
a surging entrepreneurial
environment, and a positive
impact on our economy and
quality of life.



University of Colorado
Boulder

Product testing helps EMC Integrity make waves

Longmont firm helps manufacturers meet compatibility standards

BY CLAYTON MOORE

news@bcbcr.com

LONGMONT — If you're old enough to remember waves on the television screen when your mom was running the cake mixer, or even just had a cell phone call garbled in a high-density zone, you may appreciate the science behind one of Longmont's most high-tech companies.

EMC Integrity Inc. is in the business of testing products for "electromagnetic compatibility," or EMC, meaning the generation and reception of electromagnetic energy and its negative effects on manufactured products. Testing for EMC is required by a variety of national and international governing bodies such as the Federal Communications Commission, much in the same way that products are certified for safety or energy efficiency.

Nestled in a state-of-the-art, 17,200-square-foot facility in the Vista View commercial center, EMC Integrity operates a multi-million-dollar testing facility that includes one of the region's only large-scale chambers for testing electromagnetic emissions.

"It's basically a shielded enclosure that keeps outside radio frequencies out and inside radio frequencies in," said Vince Greb, who formed the company in November 1993. His field of expertise is broken into three areas: emissions, or what electromagnetic energy is coming off a device; susceptibility to external energies or interference; and coupling, the



JONATHAN CASTNER

Technician Casey Lockhart makes adjustments in a testing suite at EMC Integrity Inc.'s Longmont facility. The company tests products for "electromagnetic compatibility" as required by a variety of national and international governing bodies.

mechanisms by which electromagnetic energy travels between sources.

The company's seven testing facilities include two enormous 10-meter chambers (referring to the distance between the sensing apparatus and the target), each lined with futuristic-looking "anechoic" materials, which dissipate radio frequency radiation. Armed with these high-tech ferrite panels and carbon cones, these chambers can reduce the electromagnetic noise in the room to the point that the company's engineers can perform

very accurate tests to the latest EMC standards.

"When these standards were first devised, the standard was open-area test sites," Greb said. "Because the only interference at the time was radio and television — no cell phones or HDTV transmissions — you could do this testing outside. As the spectrum has become more cluttered, the only effective sites are up in the mountains. The advent of these new materials allows us to line our chambers so they behave like an open-air



JONATHAN CASTNER

Vince Greb, founder of Longmont-based EMC Integrity Inc., stands in the company's 10-meter testing room, one of the region's only large-scale chambers for testing electromagnetic emissions.

site, but with no contamination. We can put it anywhere."

The company tests products from a wide variety of industries and manufacturing arenas including medical devices, military and aerospace interests, scientific and industrial manufacturers, and information technology. The devices they test can range from small medical devices to large-scale data storage systems and the Mars Rover. Costs vary from a few thousand dollars for a hand-held

► See **Waves, 20A**

VOLCANOES from 9A

eruptions play a role in increasing particulates in the stratosphere, Neely said.

The new GRL study also builds on a 2011 study led by Solomon showing stratospheric aerosols offset about a quarter of the greenhouse effect warming on Earth during the past decade, said Neely, also a postdoctoral fellow in NCAR's Advanced Study Program.

The new study relies on long-term measurements of changes in the stratospheric aerosol layer's "optical depth," which is a measure of transparency, said Neely. Since 2000, the optical depth in the stratospheric aerosol layer has increased by about 4 to 7 percent, meaning it is slightly more opaque now than in previous years.

"The biggest implication here is that scientists need to pay more attention to small and moderate volcanic eruptions when trying to understand changes in Earth's climate," said Toon of CU-Boulder's Department of Atmospheric and Oceanic Sciences. "But overall these eruptions are not going to counter the greenhouse effect. Emissions of volcanic gases

THE SCIENTISTS SAID 10-YEAR CLIMATE DATA SETS like the one gathered for the new study are not long enough to determine climate change trends.

go up and down, helping to cool or heat the planet, while greenhouse gas emissions from human activity just continue to go up."

The key to the new results was the combined use of two sophisticated computer models, including the Whole Atmosphere Community Climate Model, or WACCM, Version 3, developed by NCAR and which is widely used around the world by scientists to study the atmosphere. The team coupled WACCM with a second model, the Community Aerosol and Radiation Model for Atmosphere, or CARMA, which allows researchers to calculate properties of specific aerosols and which has been under development by a team led by Toon for the past several

decades.

Neely said the team used the Janus supercomputer on campus to conduct seven computer "runs," each simulating 10 years of atmospheric activity tied to both coal-burning activities in Asia and to emissions by volcanoes around the world. Each run took about a week of computer time using 192 processors, allowing the team to separate coal-burning pollution in Asia from aerosol contributions from moderate, global volcanic eruptions. The project would have taken a single computer processor roughly 25 years to complete, said Neely.

The scientists said 10-year climate data sets like the one gathered for the new study are not long enough to determine climate change trends.

"This paper addresses a question of immediate relevance to our understanding of the human impact on climate," Neely said. "It should interest those examining the sources of decadal climate variability, the global impact of local pollution and the role of volcanoes."

While small and moderate volcanoes mask some of the human-caused warming of the planet, larger volcanoes can have a much bigger effect, Toon said. When Mount Pinatubo in the Philippines erupted in 1991, it emitted millions of tons of sulfur dioxide into the atmosphere that cooled the Earth slightly for the next several years.

The research for the new study was funded in part through a NOAA/ESRL-CIRES Graduate Fellowship to Neely. The National Science Foundation and NASA also provided funding for the research project. The Janus supercomputer is supported by NSF and CU-Boulder and is a joint effort of CU-Boulder, CU Denver and NCAR.

TECHNOLOGY

12A | Mobile-App
Developers

FOCUS: MOBILE APPS

Food, fun, facts, photos fuel local apps

*Boulder Valley startup companies find ways to enliven smartphones*BY SALLY McGRATH
news@bcbr.com

BOULDER — As one of the nation's top havens of technology and startups, the Boulder Valley is a place where budding and seasoned entrepreneurs easily collaborate and share ideas.

The fruits of some of these collaborations can be seen in mobile-application development, where sky's-the-limit creativity has produced some unique but practical additions to a smartphone or tablet.

Some of the more popular and imaginative apps developed by startup companies in Boulder are:

Splick-It

If you detest standing in line to pick up or pay for a quick meal at your favorite restaurant, then Splick-It may be the mobile app for you.

Developed by Boulder-based Splick-It Inc., Splick-It is a mobile and online app that, for guests, enables grab-and-go convenience with ordering and payment handled directly on iPhone, Android or the web. For restaurants, it is a branded mobile and online ordering platform with access to an integrated suite of tools to connect with their guests in a timely and personal way.

The idea for the app came from one of the company's workers who used to own a coffee shop in Boulder and was tired of watching her customers wait in line to order. With the right technology, she believed, people's lives could be made easier.

"We are all about making ordering as fast and easy as possible," said Linds Panther, Splick-It's marketing manager. "With Splick-It, all you have to do is grab your food and go."

Splick-It targets the quick-service and fast-casual segments of the restaurant industry. In fast-casual restaurants, shorter wait times translate into customer satisfaction, Panther said.

Founded in 2009, Splick-It began by partnering with two employees and a handful of Boulder eateries. The company now has 12 employees and 15 clients, including Illegal Pete's in Boulder, Snarf's, Tokyo Joe's, Deli Zone and Pita Pit. The company's largest client is Moe's Southwest Grill, an Atlanta-based national chain with 500 restaurants.

To use the Splick-It app, users select a restaurant or café from the list of available eateries, which then



COURTESY ORBOTIX INC.

Sphero, created by Boulder-based Orbotix Inc., is a playful robotic ball that users control from a smartphone or tablet with a tilt, touch or swing of the device.

brings the restaurant's menu onto the screen. From there, customers can customize items and write notes for their order before adding them to their cart.

After filling out an order, users can set a pick-up time (a minimum of 15 minutes for food and five minutes for coffee) and then pay with a credit card. At the restaurant, the order will be ready and waiting at a designated pick-up area.

During the early stages of development, the company was funded by friends and family. As it expanded, Splick-It received a funding round from large angel investors. Now in a growth stage, Splick-It is seeking institutional funding at a much larger scale.

Platforms: iOS, Android

Cost: Free

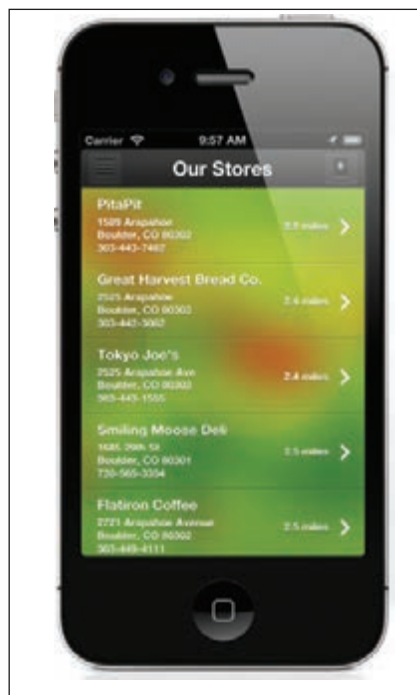
Website: <https://order.splickit.com>

Sphero

Sphero is a playful robotic ball that users control from a smartphone or tablet with a tilt, touch or swing of the device.

While technically a toy, it is not just for youngsters. The app-controlled ball is popular with children and adults alike — including President Obama.

Thanks to some aggressive marketing by Boulder-based startup Orbotix Inc., Obama spent a few minutes taking Sphero for a spin with his smartphone while in Boulder on an April campaign swing.



COURTESY SPICK-IT INC.

Developed by Boulder-based Splick-It Inc., Splick-It is a mobile and online app that, for guests, enables grab-and-go convenience with ordering and payment handled directly on iPhone, Android or the web.



COURTESY EARTHVISIONZ LLC

Developed by Boulder-based EarthvisionZ LLC, the PGA Tour Live Mobile Maps is a free mobile app that allows enthusiasts to follow players at tournaments throughout the year. The app provides real-time information for all PGA tournaments. It tracks every player and every shot and sends out a feed to the leaderboard, and that data goes into the app.

Sphero is the creation of Boulder-based Orbotix, founded in 2010 by a group of lifelong robotic engineers. Orbotix unveiled Sphero to much hype at the 2012 Consumer Electronics Show in Las Vegas, and the team upped the ante at the 2013 CES by showing off some new games that are on their way, including a couple of augmented-reality games.

More than 20 free iOS and Android apps currently work with the robotic ball, most of which were built by independent developers who competed in "hackathons" Orbotix

► See **Apps, 13A**

BUSINESS
REPORT

LIST

MOBILE-APP DEVELOPERS

(Mobile-application developers in Boulder and Broomfield counties ranked by number of employees.*)

RANK	Company	No. full-time employees	No. of apps No. of apps in development	Platforms	Phone Website	Person in charge Year founded
1	LIMITLESS COMPUTING INC. 4450 Arapahoe Ave., Suite 100 Boulder, CO 80303	110	7 4	Apple, Android, Kindle Fire, Windows 8	303-448-8881 www.limitlesscomputing.com	Errin T. Weller president 2006
2	AMADEUS CONSULTING INC. 1995 N. 57th Court, Suite 200 Boulder, CO 80301	80	150 25	iOS, Android, BlackBerry and Windows Phone	720-564-1231 www.amadeusconsulting.com	Lisa Calkins CEO, president 1994
3	GORILLA LOGIC INC. 1500 Pearl St., Suite 300 Boulder, CO 80302	61	N/A N/A	N/A	303-974-7088 www.gorillalogic.com	Stu Stern CEO, president 2002
4	CARDINAL PEAK LLC 1380 Forest Park Circle, Suite 202 Lafayette, CO 80026	55	N/A N/A	N/A	303-665-3962 www.cardinalpeak.com	Howdy Pierce Mike Perkins managing partners 2002
5	ORBOTIX INC. 1155 Canyon Blvd. Boulder, CO 80302	35	20 N/A	iOS, Android	303-502-9466 www.GoSphero.com	Paul Berberian CEO 2010
6	PEOPLE PRODUCTIONS VIDEO SERVICES INC. DBA UPSYNC 1737 15th St., Suite 200 Boulder, CO 80302	24	40 10	iOS, HTML5, PHP, Javascript, JQuery	303-449-6086 www.upsync.com	Brad Gilbert president 2009
7	ECRYPT TECHNOLOGIES Internet only Boulder, CO	20	2 2	Blackberry	866-241-6868 www.ecryptinc.com	Brad Lever president, CEO 2009
8	FORAKER LABS LLC 4775 Walnut St., Suite 200 Boulder, CO 80301	16	8 5	iOS, Ruby on Rails	303-449-0202 www.foraker.com	Stirling Olson president, founder 1999
9	ONE BUSINESS SYSTEMS LLC 1035 Pearl St., Suite 400 Boulder, CO 80302	15	15 5	iPhone, iPad, Android, Microsoft, Blackberry	720-890-8369 www.onebusinesssystems.com	Shad Goetsch CEO 2003
10	TEAMSNAPE INC. 1035 Pearl St. Boulder, CO 80302	15	1 0	iOS	720-496-1200 www.teamsnap.com	Dave DuPont CEO 2009
11	IMULUS LLC 3005 Sterling Circle, Suite 201 Boulder, CO 80301	15	N/A N/A	iOS, Android, Windows Phone	303-247-0550 www.imulus.com	Scott Hooten George Morris John Skufca co-owners 2002
12	EARTHVISIONZ LLC 1750 14th St., Suite 201 Boulder, CO 80302	14	2 N/A	WorldEngine platform enables creation of mobile map applications	303-444-1000 www.earthvisionz.com	Jeff Schott president 2009
13	INSPIRINGAPPS 1045 Pearl St. Boulder, CO 80302	12	50 10	iOS, Android, mobile web	303-635-6244 www.inspiringapps.com	Brad Weber president, CEO 2007
14	SPLICK-IT INC. 1405 Arapahoe Ave. Boulder, CO 80302	12	50 10	Android, iOS	720-412-2962 www.splickit.com	Rob Taylor senior vice president business development 2008
15	X2M INC. P.O. Box 2280 Boulder, CO 80306	12	N/A N/A	iPhone, iPad, Android, Android Tablets	303-823-5400 http://www.x2m.biz	Lee Kennedy CEO 2002
16	RADISH SYSTEMS LLC 2525 Arapahoe Ave., Suite E4-604 Boulder, CO 80302	8	5 5	iOS, Android, Windows, VXML + other languages, click-to-call, click-to-chat	720-440-7560 www.radishsystems.com	Theresa M. Szczurek Richard A. Davis co-founders 2009
17	ARIELMIS INC. 2400 Central Ave., Suite B Boulder, CO 80301-2843	7	N/A N/A	Hosted applications for Tablets iOS .Net	303-415-0266 www.arielmis.com	Bob McCool president 1994
18	TAGWHAT INC. 1600 Range St., Suite 100 Boulder, CO 80301	6	1 N/A	Android, iOS	303-834-7121 www.tagwhat.com	David Elchonest CEO, co-founder 2009
19	MOBILEDAY INC. 1919 14th St., Suite 714 Boulder, CO 80302	6	N/A N/A	iOS, Android	303-641-4166 www.mobileday.com	Jim Haid CEO 2011
20	PUSH IO LLC 1035 Pearl St., Suite 302 Boulder, CO 80302	5	N/A N/A	iOS, Android, Windows Phone	303-335-0903 http://push.io	Dan Burcaw Joe Pezzillo co-founders 2009
21	RAGE DIGITAL INC. 2401 Broadway Boulder, CO 80304	4	50 4	Android, iOS	303-442-3223 www.ragedigitalinc.com	Ted Guggenheim president, CEO 2008
22	EHRENWERKS MEDIA LLC 732 Front St., Suite 210 Louisville, CO 80027	4	23 2	iPhone, Android	303-664-4767 www.ehrenwerks.com	Kurt Eherenman owner 1993
23	REACTOR LABS 1350 Pine St., No. 6 Boulder, CO 80302	4	1 1	iOS, Android	720-352-9519 www.GetWinston.com	Aaron Ting CEO 2012
24	ELECTROACTIVE INC. 3225 Fourth St. Boulder, CO 80304	4	N/A N/A	N/A	303-417-1400 www.electroactive.com	James Million president 1996
25	NEW MEDIA ONE WEB SERVICES CORP. 720 Austin Ave., Suite 202 Erle, CO 80516	3	10 3	iPhone, iPad, iPod, Android, Kindle, Mobile Web	303-828-9882 www.NewMediaOne.net	Peter Janett president 1997

Researched by Mariah Gant

*Second ranking criteria is number of apps.

Source: Business Report Survey

APPS from 11A

held across the nation in the past year.

"Developers just keep coming up with new games," said Adam Wilson, an Orbotix co-founder and chief software architect.

The downloadable games include Rolling Dead, in which zombies attack Sphero as it rolls around the carpet at speeds of up to 3 feet per second while the user plays from a handheld. The device's camera tracks Sphero's position and orientation, letting the user control it within a 50-foot range.

There's also Sharky the Beaver, in which Sharky also goes after Sphero.

With the Draw & Drive app, a user can plot a colored path on a mobile device and Sphero follows it while changing colors along the way. The white ball is stuffed with multicolored light-emitting diodes capable of creating thousands of customizable colors.

The Sphero Cam app lets users control Sphero, shoot video and capture pictures at the same time using a mobile device's camera. Sphero Golf lets users play a quick game, flicking the onscreen ball to move Sphero around a room.

To hear Wilson talk, Sphero is just getting started. "Our end game is not about the ball," he said. "Our end game is about controlling all the stuff around us with our phones."

Platforms: iOS, Android

Cost: The Sphero ball can be purchased from many major retailers including the Apple store, Amazon, Target, Barnes and Noble and Brookstone. The apps are free.

Website: GoSphero.com

Tagwhat

Tagwhat turns a smartphone into a personal tour guide.

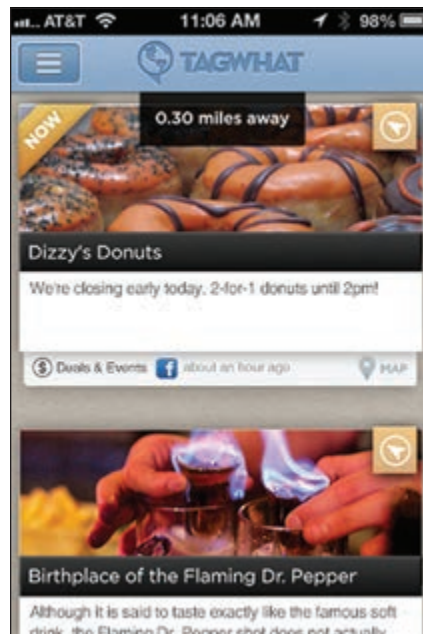
Boulder-based Tagwhat Inc. created this mobile app that uses the device's location sensors to deliver Web- and social-networking content about nearby places. Besides providing information from websites, the app allows users to share facts, photos and stories about the location.

Tagwhat can be thought of as a mobile tour guide, one that is always updating itself with the latest information from the Web. The material Tagwhat retrieves includes text, video and pictures, and is delivered to mobile users in seconds.

In addition to the expected information about restaurants, schools and community buildings, Tagwhat provides history and context.

A Tagwhat user walking past Boulder High School would see the school, but also get a lesson about what would happen to Boulder Creek if an epic flood occurred: "The 500-year flood would bring the water level up to chest height if you were walking through the front doors!"

On a tour of the University of Colorado-Boulder campus, the user could read about Steve Ellis, founder of the national chain of Chipotle restaurants, who attended CU and



COURTESY TAGWHAT INC.

Boulder-based Tagwhat Inc. created Tagwhat, a mobile app that uses the device's location sensors to deliver Web- and social-networking content about nearby places. Besides providing information from websites, the app allows users to share facts, photos and stories about the location.

Boulder High School. The user also could open a Chipotle menu.

Tagwhat provides a number of filterable channels for users. Those not interested in food, for instance, can turn that channel off, while those who want to know more about area music and entertainment can turn that channel on.

The channel mechanism provides Tagwhat's first revenue stream by allowing organizations to put sponsored channels in the application. Tagwhat is also counting on revenue through third-party services, which are viewed only if selected by users.

Tagwhat was founded in June 2009 by Dave Elchoness, Angus Shee and Donald Cramer.

Platforms: iOS, Android

Cost: Free

Website: Tagwhat.com

360 Panorama

Users can capture 360-degree panoramic views using the video camera on their smartphones or iPads and the 360 Panorama app.

The photo app is easy to use even for first-timers: Simply tap the camera button at the bottom of the screen and turn the mobile device in a full circle to shoot the image. No further work is needed; the app automatically builds the panorama based on the image shot. The app integrates the data into a 360-degree photo that can be touched up if desired.

From within the app, the panoramas can be shared through social media or email. The app isn't needed to view the images.

The app is the creation of Occipital Inc., a Boulder-based company founded in 2008. Prior to 360 Panorama, Occipital built RedLaser, a popular mobile barcode-scanning application that was acquired by eBay in June

BOULDER'S SKY'S-THE-LIMIT CREATIVITY

has produced some unique but practical additions to a smartphone or tablet.

2010 for an undisclosed amount.

Since then, Occipital has focused on software that enables devices with cameras to see the world, process visual data and share information with other devices.

Platforms: iOS, Android

Cost: 99 cents

Website: Occipital.com

2013 PGA Tour Live Mobile Apps

Want to track your favorite golfer at this year's 2013 PGA Tour? Fans can do that with EarthvisionZ' 2013 PGA Tour Live Mobile Maps, a free mobile app that allows enthusiasts to follow players at tournaments throughout the year.

Developed by Boulder-based EarthvisionZ LLC, working with the PGA, the app provides real-time information for all PGA tournaments. It tracks every player and every shot and sends out a feed to the leaderboard, and that data goes into the app.

Users stay current with on-course action and scoring data. Player locations are picked up every 10 to 20

seconds so that people around the world can watch live without relying on TV cameras.

To accomplish this, EarthvisionZ uses its WorldEngine platform. The technology picks up the PGA's Shot-Tracker feed and translates the location data into a coordinate system.

Founded in 1995, EarthvisionZ has had a hand in other interactive 3D geospatial experiences and asset management for clients such as the Olympics, the U.S. Air Force, and Level 3 Communications Inc. The company has developed applications using Google Earth and other virtual globes to create interactive experiences in sports, renewable energy, news and entertainment, and for military, environmental and transportation industries. Users can travel the earth and access everything they need to know about a place or event, such as the Olympics, golf courses, ski resorts of the world or cities in 3-D.

Platforms: iOS, Android

Cost: Free

Website: Earthvisionz.com



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Fawn Brook Inn taken off market, reopens

*Young apprentice
being groomed to run
Allenspark restaurant*

BY DALLAS HELTZELL

dheltzell@bcbr.com

ALLENSPARK — For Hermann and Mieke Groicher, retirement will have to wait.

The Groichers, ages 77 and 78 respectively and married for more than 45 years, had planned to relax after 33 years of running Fawn Brook Inn, the gourmet restaurant housed in a log cabin at 357 Colorado Highway 7 Business Route in the Boulder County mountain town of Allenspark. At the end of May, they announced that the inn was for sale.

On Monday, Feb. 25, however, Mieke Groicher called agent Rob Lewis at KL Realty in Allenspark and took the property off the market.

It wasn't an issue of no buyer interest, Hermann Groicher said. It's a matter of passing on a legacy.

"We have a young man who started out here washing dishes" more than a decade ago, Hermann said. Will Erickson "is 30 now, and we are training him to take over the restaurant."

Connecticut-born Erickson came to Allenspark from the Chicago suburbs at age 6 when his father,



JONATHAN CASTNER

Will Erickson, left, joins Hermann and Mieke Groicher amid the rustic elegance of Fawn Brook Inn's dining room. The Groichers are putting off retirement while they train Erickson to take over the restaurant in Allenspark.

Roy, who worked in the machine-tool industry, decided to move his children out of the city. His mother, Mindy, waited tables for the Groichers, who put Will to work in the kitchen at age 8 or 9 so she could keep an eye on him.

"There wasn't a lot going on in Allenspark," Erickson said, "so I started learning a little bit from Hermann about the cooking."

When his parents divorced, Erickson moved to Indiana with his father,

working in Elkhart's mobile home building industry. But at age 23, he moved back to Allenspark.

"It was my hometown," Erickson said. "I had friends here, and I love the outdoors. I love to hike, snowboard, race dirt bikes ..."

He reconnected with the Groichers and began work as a sous chef at Fawn Brook Inn. The thought of turning over the restaurant to him "was never really serious in the past," Erickson said, "but it was an idea that

“It helps that
I’m learning from
a five-star chef.”

Will Erickson

SOUS CHEF,
FAWN BROOK INN

got tossed around." The talk became more serious last year when the Groichers decided they were ready to retire and the restaurant was put up for sale, he said, and "we're doing all we can to strike a deal."

Erickson is under Hermann's tutelage in the kitchen and Mieke's in the dining room, Hermann said, and "we decided it just wouldn't be fair to sell the place out from under him." Hermann estimated that Erickson's training will take "one to three years, until he knows how to run the business" and preserve the special place Fawn Brook has earned in the hearts of area residents.

Legacy has been important to several European-born restaurateurs who have moved to Colorado because the mountain scenery reminded them of home, opened restaurants in Boulder County, sold them and then bought them back. Such was the case with Old Prague Inn — now Praha — at Colorado Highway 66 and 75th Street in Hygiene. The

► See **Fawn Brook, 29A**

Birdcage challenge proves law of attraction

Each year, the Boulder County Audubon Society offers a scholarship to a summer ornithology camp for Colorado students. My high school-aged son came to me with interest in the camp and said, "Dad, I want a bird."

His proclamation reminded me of an exercise you can do to gain the things you want.

Imagine that I gave you a birdcage that you take home and place in plain sight in the living room. The only caveat is that you've got to keep a bird out of the cage for 30 days, otherwise you fail the challenge. Oh, and there's one more rule: You can't let anyone know that you want to keep the cage empty.

Here's what's going to happen:

Your family will see the birdcage but be hesitant to ask you why it's in the living room. They might wait a few days before they ask you about it.

However, one of your friends will drop by for a visit, see the cage and ask, "Where's the bird?" You'll respond, "I don't have a bird." The friend will probably drop the subject.

Several more friends will visit, and you'll go through the same exchange with them. You'll decide to put a cover over the cage, but

then a friend will ask, "Is the bird sleeping?" You'll reply, "I don't have a bird." The friend will say, "I don't understand. Why would you cover a birdcage with no bird inside?" You'll shrug off the question, and your friend will move on.



SALES SMARTS

Bob Bolak

About three weeks into the challenge, you'll think you're going to win. None of your friends or family is inquiring about your empty birdcage anymore, so now you're counting

down the days to victory.

However, what you don't know is that your family has called a clandestine meeting: "Looks like Dad (or Mom), wants a bird," they agree. "What do you think? Yep, let's go to the pet store and get him (or her) one."

When you get home from work that day, there it is. A bird is in your cage.

So, what's the moral of this story?

It's very simple: Decide what you want (the bird), build a plan

(the cage), and you can bet on the outcome (the goal). The minute you set up your cage, you've already achieved your goal. It's just a matter of time before you collect.

Courage is an action word

A good friend of mine, a master recruiter of top-performing salespeople, has always said, "Given a choice, I will always hire someone with 'brawn over brains.'" Expanding on her point, she said, "A successful salesperson has the courage to fight through the fears that hold unsuccessful salespeople back. No amount of intelligence can trump courage."

Courage is not taking a risk, and it's not undertaking new endeavors. Courage is all about taking action. It requires discipline, vitality and guts to face those things in your life and your business that are far outside of your comfort zone.

As a salesperson, getting a "no" isn't an act of courage unless a no is something that you fear. And if talking to prospects about money is difficult for you, that's an example of courage. It's not an act of courage to get past gatekeepers if getting past gatekeepers is easy and natural to you. It's an act of courage to get past gatekeepers when getting past

gatekeepers is challenging and fearful for you to do.

It's common for us to idolize top salespeople and project envy and admiration on their actions, especially when their actions are so fearful to us. Do these top performers have a magical source of courage that's unattainable to the rest of us? Probably not. Through their past actions, application, discipline and discomfort, these top performers found courage in the past, so today, they now perform without it.

Courage is represented by every salesperson who is confronted by inner fear. In those quiet moments of introspection, alone with your own thoughts, making the day-to-day decision to continue on in your professional sales career, begging for the strength to face the next tomorrow and stare down your fears — that is courage.

It is a sad truth that we sometimes resign to our fears just before our most wonderful quality is about to help us rocket through a barrier, on to new heights. This quality is courage.

Bob Bolak is president and owner of Sandler Training in Boulder and can be reached at 303-376-6165 or bbolak@sandler.com.

CONSTRUCTION QUEST

FOCUS: BROOMFIELD



DOUG STORUM

The Camden Flatirons is one of the latest large multifamily projects to start in Broomfield. The apartment complex at 120 Edgeview Drive will have 424 units when completed. The Camden Flatirons are being developed by the Camden Property Trust (NYSE: CPT), a real estate investment trust based in Houston that develops, owns and manages multifamily projects around the country.

Broomfield a developer's boom field

Apartments, business centers drive growth

Editor's note: Construction Quest is a series of five installments that focuses on commercial construction projects in the largest cities and towns in Boulder and Broomfield counties. The first installment focuses on Broomfield. Subsequent installments will feature Boulder, Longmont, Louisville/Superior and Lafayette/Erie.

BY MICHAEL DAVIDSON

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BROOMFIELD — Once upon a time — actually, just two or three years ago — the offices of local planning departments were lonely places.

The 2008 financial crash had taken its toll. Developers were hit hard as construction loans dried up. Ambitious plans were shelved or dropped completely, and even promising developments had entered “development hell,” to borrow the phrase Hollywood uses for good scripts that can’t get filmed.

The effect was felt by bankers, developers, construction companies



JONATHAN CASTNER

Broomfield community development director Dave Shinneman stands in his office surrounded by blueprints and planning documents. According to the Broomfield Planning Department, 34 projects have been built or have had plans submitted by developers since the start of 2011.

and architects.

Those days, at least in certain cities and for certain projects, appear to be over. Banks are lending, investors and developers are looking to get a jump on the awakening market and construction crews once again are getting to work.

Broomfield is among the cities experiencing the rebound. Since the start of 2011, 34 projects have been started or completed. According to

the city planning department's calculations, the estimated value of those projects is \$417.4 million.

While many of the projects are under way, others are piling up in the city's planning department.

The office is led by Broomfield's community development director, Dave Shinneman. Given Broomfield's planning and building process, virtually all construction plans for

commercial buildings in the city go through his office.

When going over planning maps last month, Shinneman joked that it's getting hard for his office to keep track.

“Once things get going,” he said, “it really is like watching dominoes.”

Apartment boom

The biggest driver of new construction is the U.S. Highway 36 corridor's appetite for apartments. According to information supplied by the planning department, seven apartment projects that would build 2,098 units have been approved or are under construction.

New projects are sprouting up in the Arista, Interlocken and Broomfield Business Park developments, and all are in sight of the highway.

Much of the work is taking place at Arista, the transit-oriented mixed-use development near the southeast corner of U.S. 36 and Wadsworth Parkway. In the development, Denver-based Smith Jones Partners is nearing completion of the 272-unit Arista Uptown, while Chicago-based AMLI Residential is about to begin the 168-unit second phase of the AMLI at Arista. Davis Development has submitted plans for a 240-unit

► See **Broomfield, 18A**

This map shows the location of construction projects in the City and County of Broomfield in various stages, including proposed, approved, under construction or completed from January 2011 to March 1. Details on each project can be found by the corresponding number in the chart on 17A.



Etkin Johnson Group, a Denver-based developer, is building a 374-unit development at the Broomfield Business Park. The project, named the Retreat at the Flatirons, will consist of 20 three-story buildings, the first of which is scheduled to open to tenants late this summer.



CONSTRUCTION PROJECTS IN BROOMFIELD

Here is a chart showing details of construction projects in the City and County of Broomfield in various stages, including proposed, approved, under construction or completed from January 2011 to March 1. The location of each project can be found by the corresponding number on the map on 16A.

PROPOSED					
	Name of Project	Building Size (square feet or units)	Description	Owner/developer	Value or Estimated Value
1	Avenue 120th 3940 W. 121st Place	181	Eight two-and three-story apartment buildings	Mountain States Baptist Church & Wasatch Advantage Group	
2	Azura 13005 Lowell Blvd.	35,994	Memory-care facility	Estate of Leigh S. Landskroner/Azura LLC	\$3,860,000
3	Brakes Plus 2355 W. 136th Ave.	4,700	Automotive service and repair	Shops at Quail Creek LLC/Brakes Plus	\$750,000
4	Broomfield (Indiana Station) Solar Farm 11650 Indiana St.	Not applicable	85-acre 20-25 watt solar panel installation	John H. Shuttleworth Jr. Trust, Fiservl SS & CO Trustee FBO Nicholas J. and Denny McGuire/Indiana Station Photovoltaic Power Association	\$86,000,000
5	Century Arista 11299 Colony Circle	93	13 three-story row house buildings	Arcadia Holdings at Arista LLC/Century Communities and four two-story duplex buildings	\$21,000,000
6	Davis Apartments 8601 Arista Place	240	Four four-story apartment buildings	Park 36 Investment LLC/Davis Development	\$20,000,000
7	Palisade Park 437 State Highway 7	203	19 two-story townhome buildings	KEVAMRA LLC/KB Home	
8	Summit Green 453 Summit Blvd.	200	Two three-story apartment buildings	Pathfinder Broomfield Holdings LLC and eight three-story row home buildings	\$16,200,000
9	The Villas at Westbrooke 15198 Huron St.	460	20 three-story apartment buildings	Suburban Homes Inc.	\$40,000,000
APPROVED					
	Name of Project	Building Size (square feet or units)	Description	Owner/developer	Estimated Value
10	Aero Dry 7705 W. 120th Ave.	9,600	Facility for manufacturing	Aero Dry Systems Inc. car wash drying systems	\$400,000
11	AMLI at Arista (phase 2) 11302 Central Court	168	Six three-story	PPF AMLI 8200 Arista Place II LP /AMLI Residential and one four-story apartment buildings	\$16,000,000
12	Colorado Collision Center 2007 W. Midway	7,166	Automotive service and repair	Tada Three LLC	\$400,000
13	Freddy's Frozen Custard 2300 Coalton Road	3,565	Fast-food restaurant with drive through	FFIC RE LLC	\$650,000
UNDER CONSTRUCTION					
	Name of Project	Building Size (square feet or units)	Description	Owner/developer	Estimated Value
14	Alta Harvest Station 11795 Colmans Way	297	13 three-story apartment buildings	SP5 Wood Harvest Station LLC/Wood Partners	\$45,000,000
15	AMLI at Interlocken 401 Interlocken Blvd.	343	Four-story apartment building	PPF AMLI 401 Interlocken Boulevard LLC/ AMLI Residential	\$16,792,019
16	Arista Uptown 11465 Uptown Ave.	272	Eight three-story apartment buildings	Smith Jones Partners	\$19,916,774
17	Retreat At The Flatirons 13850 Del Corso Way	374	20 three-story apartment buildings	Broomfield Business Center LLC/Etkin Johnson Group	\$28,426,881
18	Camden Flatirons 120 Edgeview Drive	424	Five four-story apartment buildings	Camden USA Inc.	\$46,000,000
19	Carmel Flatirons 250 Summit Blvd.	220	11 three-story apartment buildings	CP III Flatirons LLC	\$18,480,000
20	Friends of Broomfield 11851 Saulsbury St.	15,910	Day care for developmentally disabled adults	Friendship LLC	\$2,295,130
21	KB Home 11341 Uptown Ave.	62	31 duplex buildings	KB Home Colorado Inc.	
22	Landers Building 7210 W. 118th Place	14,080	Office/warehouse flex space	SREDNAL Development LLC	\$749,777
23	Vantage Point 13598 Via Varra	95	Four-story condominium building	Parkway Circle-Broomfield LLC	\$1,363,747
COMPLETED					
	Name of Project	Building Size (square feet or units)	Description	Owner/developer	Estimated Value
24	Auto-Owners Insurance Co. Crossing Drive \$4,301,202	18,987	Insurance office	Auto-Owners Insurance Co.	269 E. Flatiron
25	Broomfield Corners West 4660 W. 121st Ave.	6,085	Multitenant retail center	Broomfield Shops Two LLC	\$866,366
26	Children's Hospital 8401 Arista Place	19,996	Medical office building with outpatient care	Arista TCH LLC	\$1,627,276
27	EOS Office 105 Edgeview Drive	192,812	Four-story office building	EOS Development I LLC	\$12,611,900
28	Jack in the Box 4640 W. 121st Ave.	2,428	Fast-food restaurant with drive through	Jack in the Box Inc.	\$531,800
29	Murphy Oil 4620 W. 121st Ave.	7,579	Gas station with convenience store	Murphy Oil USA Inc.	\$459,680
30	National Archives and Records Administration 17101 Huron St.	164,501	Office/warehouse building	Alameda NATPARK LLC	\$10,662,333
31	Taco Bell 2005 W. 136th Ave.	2,781	Fast-food restaurant with drive through	Alvarado Development LLC	\$507,000
32	Valero 895 W. 136th Ave.	4,028	Gas station with convenience store	Valero Diamond Metro Inc.	\$1,354,703
33	Vantage Point 13588 Via Varra	9	Condo row homes	multiple owners	\$107,495
34	Vantage Point 13572 Via Varra	9	Condo row homes	multiple owners	\$107,495
Total estimated value for 34 projects					\$417,421,578

Source: City and County of Broomfield Planning Department

BROOMFIELD from 15A

project in the development, and KB Home is building 62 duplex units.

The construction has brought new life to Arista, a 189-acre development best known as the home of the 1stBank Center arena. The development was planned and started in the mid-2000s, and the recession stalled progress.

But in recent years, it feels as though it has turned a corner, said Tim Wiens, its developer.

"We're very pleased with the activity that has been going on at Arista and continues to go on," Wiens said.

Three factors seem to be accounting for Arista's success, Wiens said. Companies such as AMLI are building the right kind of product at a time when demand from renters has never been higher.

"The activity probably is a good reflection of the location itself and the overall lifestyle of that development and the type of development," Wiens said. "It (also) speaks to the market. Vacancies remain low, and rates for premium properties are continuing to modestly increase."

There also seems to be a "paradigm shift" in the residential real estate world, Wiens said. Fewer people want (or can afford) to buy, and renters aren't looking to buy their first homes as soon as they can.

"I think it will continue into the foreseeable future," he said.

AMLI isn't the only developer with national reach to invest big in



DOUG STORUM

FRIENDS of Broomfield is a nonprofit organization that works with developmentally disabled individuals ages 18 and older and their families. It is building a 15,910-square-foot facility at 11851 Saulsbury St. that will be the charity's new home and day-program facility.

Broomfield. Wood Partners, Carmel Partners and the Camden Property Trust have projects going up.

Denver-based developers Etkin Johnson Group have known the corridor's potential for years and have many investments in Broomfield and Louisville. The company is starting its first residential project, the 374-unit Retreat at the Flatirons, in the Via Varra neighborhood.

The Retreat is the residential piece of the 74-acre Broomfield Business Center mixed-use development. Etkin Johnson has planned the project for several years, and the company thinks its timing might be better than its competitors, said Aaron Johnson, the company's

vice president for investments.

"Being among the first to come out of the ground is important," Johnson said, "and with that we'll be able to carve out a nice bit of the market."

Office, retail lagging

While apartment construction is booming, developers do not seem to be as interested in developing office or retail space.

Only one major office building, the 193,000-square-foot EOS at Interlocken, has been built since 2011, and the Planning Department is not aware of any other active projects that have been submitted for review.

EOS was built on speculation by Hines, a Houston-based development company. As of now, it is vacant. According to data from the Broomfield Economic Development Corp., the vacancy rate for office space in the city is almost 17 percent.

Wiens said plans for a proposed 92,000-square-foot office building in Arista are on hold. The same is true for the commercial parts of the Broomfield Business Center, Johnson said.

The market for commercial space seems limited because of trepidation about "real and perceived" weaknesses in the economy, Wiens said. Investors in office projects appear to be waiting until the market "regains its stride, or even recognizes it has a stride."

Retail also is going slowly, with

the last major building project being the Broomfield Crossing Walmart on 120th Avenue. Work on the Walmart and the surrounding shopping center largely wrapped up in 2010.

A 13.5 percent vacancy rate for retail could explain the lack of new construction. The area around FlatIron Crossing has been hit hardest. While the mall itself appears to be healthy and celebrated the opening of an H&M last year, the shopping centers around the mall are struggling.

That could present a quandary for Broomfield in coming years as the city tries to help revitalize FlatIron Crossing while other retail centers grow, Shinneman said. Among the developments awaiting new retail is Arista, the northern half of which has been slated for retail.

Room for more

While development along U.S. 36 has been the historic driver of Broomfield's economy, the city's vision for the future is moving north, along Interstate 25, Shinneman said.

About a half-dozen developers have submitted planned unit plans for developments in the area.


The key development in that area is 935-acre North Park, which is owned by Loveland-based McWhinney. If built out according to the current vision, North Park could have 17 million square feet of office, retail and research space, according to McWhinney vice president Jay Hardy.


"We think North Park could really be like the Denver Tech Center North, in terms of looking 20 years from now," Hardy said.

University of Colorado Health recently announced it had purchased 66 acres in North Park. The hospital system is only starting to develop a long-term vision for the land, but both Hardy and Shinneman said it is possible a medical center could become the engine behind North Park's growth.

McWhinney continues to pursue leads for projects in North Park, and the company could be announcing new projects in upcoming months, Hardy said.


BROOMFIELD





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- The Hwy 36 Creative Corridor holds 952 technology and innovation companies with 800k employees.
- One of the top 10 housing markets in the U.S.A
- Top 5 Counties with the highest number of companies per capita in the USA

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DOUG STORUM

The U.S. National Archives and Records Administration opened a new 164,501-square-foot facility at 17101 Huron St. in north Broomfield in 2012. The building includes offices, research space and a warehouse to store records from more than 100 federal agencies and courts located in Colorado, Montana, New Mexico, North Dakota, South Dakota, Utah and Wyoming.

WASTEFUL from 1A

tions that are supposed to be wired into its 4,600-mile network.

Northern Colorado Internet service providers are among those with concerns. EAGLE-Net has completed fiber installation in the Fort Collins, Loveland and Estes Park school districts, with plans to lay more fiber in the Greeley, Evans, Eaton and Windsor districts.

CenturyLink, among the state's largest telecom providers, has invested "hundreds of millions of dollars" doing the same across the state, said Jim Campbell, vice president of regulatory and legislative affairs.

"The network they've built runs along the I-25, I-70 corridor: So, they've basically used taxpayer dollars to build a network where there's already three or four providers," Campbell said. "From our perspective, (it's) not the best use of taxpayer money."

Federal agencies suspended EAGLE-Net's construction activities in December following concerns that it was building in areas not covered in an environmental assessment it submitted to the government.

Most of the problems with EAGLE-Net have cropped up on Colorado's eastern plains, said Bill Wray of the Colorado Telecommunications Association, which represents 25 rural carriers.

"This is a major issue for our members because many of our members are basically facing the overbuild by EAGLE-Net," he said.

For example, EAGLE-Net has laid fiber optics in the area serviced by Nunn Telephone Co., which offers internet service in Carr and Nunn, located in northern Weld County. EAGLE-Net



COURTESY EAGLE-NET ALLIANCE

EAGLE-Net Alliance's crews have laid down thousands of miles of fiber-optic line across Colorado.

installed fiber-optic line along the interstate in Nunn Telephone's territory, but the area has no schools or libraries.

Gardner, whose district includes Weld County, said he, too, has heard from several Internet service providers in Northern Colorado.

"They face significant pressure from EAGLE-Net," he said.

EAGLE-Net, he said, also has failed to install fiber in "truly un-served or underserved" rural mountain towns such as Silverton in southwest Colorado. Instead, small towns like Flagler that already had Internet now have EAGLE-Net, as well.

EAGLE-Net spokeswoman Gretchen Dirks responded to these concerns by pointing out that it's routing

broadband Internet to a total of 223 Colorado facilities, but not homes or businesses.

The group also has reached out to Internet providers to explain its role and, it hopes, allay concerns.

In areas where EAGLE-Net has installed line where high-speed internet already exists, Dirks believes its fiber line still can offer benefits. For one, EAGLE-Net's line provides network redundancy, meaning its fiber can serve as a backup in rural areas with poor connections.

The group is working to get the government to lift its suspension by the end of the month so it can resume construction of new fiber line.

Republican lawmakers aren't the

only ones who are concerned.

Democratic U.S. Sen. Michael Bennet wrote the heads of the National Telecommunications and Information Administration and Rural Utilities Service last year.

"These broadband infrastructure expansion programs are critical factors for the economic growth of our state," Bennet said in his letter. "However, as these programs move into the final year, I continue to hear concerns from across the state that ... EAGLE-Net could potentially miss important opportunities to provide better coverage and service to our rural communities."

The main concerns were related to building infrastructure where it already exists, a problem also common in other states, he added.

Both Bennet and U.S. Sen. Mark Udall think EAGLE-Net should be able to continue its activities as access to broadband remains poor in rural Colorado. The state ranks 42nd in broadband connectivity, according to the National Telecommunications and Information Administration.

"EAGLE-Net's success is tied to that goal, so (Udall) does believe that they need to be part of a systemic solution to this problem," Udall spokesman Mike Saccone said. "That said, there are fair questions to be asked about some of the build-out choices that have been made."

Gardner said he might request a federal audit of EAGLE-Net.

"There are still many unanswered questions about waste and whether EAGLE-Net will ever be sustainable," he said.

RALLY from 1A

tion statement did say the company would be traded on the New York Stock Exchange as "RALY."

The \$70 million figure is a placeholder value used in the filing and also is subject to change.

Rally makes cloud-based software tools developers use to manage projects using agile development techniques. It has been one of the fastest growing companies in Colorado, with a current headcount around 380 employees companywide.

Money raised from the IPO will be used to increase Rally's financial flexibility, marketing and sales efforts, invest in its data centers and international reach and possibly acquire other companies, the prospectus said.

Representatives of Rally cannot comment on the IPO because of SEC regulations governing the quiet period companies enter before and after going public. But an IPO for Rally has been in the works for a while, chief executive and chairman Tim Miller has said in the past couple years.

During a 2011 CEO Roundtable hosted by the Boulder County Business Report, Miller said Rally already had been trying to find an optimal time for an IPO. Instead of

going public, the company decided to raise \$20 million from venture capitalists in a Series E round, Miller said.

While executives must be quiet, Rally's prospectus is full of information about Rally's financial situation and operations that previously were unavailable to the public.

Rally's revenues have increased dramatically in the past two years, according to financial data included in the filing. In Rally's 2012 fiscal year, which ended Jan. 31, the company reported revenue of \$41.3 million, up 39 percent from the \$29.7 million it reported for its 2011 fiscal year, and 124 percent from the \$18.4 million it reported in its 2010 fiscal year.

Rally did report a net loss of \$11.6 million in its 2012 fiscal year, up from \$9.9 million the year before.

Rally's growth has been driven by the increasing number of developers being "agile" when developing software. Among other things, agile techniques are intended to enable



Martens



Miller

developers to collaborate and take a flexible approach when creating software, and the method is reputed to result in software that is delivered to clients faster, cheaper and better.

According to a report from The Standish Group that Rally cites, developers used agile techniques in about 29 percent of new software-development projects in 2011.

Rally's prospective said it had 154,982 paid users and more than 1,000 customers as of Oct. 31, including 36 of the Fortune 100 companies.

Those users use Rally's cloud-based platform which provides planning, scheduling, resource management and progress reporting tools.

Rally, its executives and investors have deep roots in Boulder. Rally's chief technology officer, Ryan Martens, founded the company in Boulder in 2001 as F4 Technologies Inc. Martens earlier had co-founded

software company Avitek Inc. in Boulder. Miller served as CEO of that company until it was purchased by BEA Systems Inc. in 1999.

Jim Lejeal, currently Rally's chief financial officer, was an early angel investor. He was a co-founder of Raindance Communications Inc., a company based in Louisville that went public in 2000 and was acquired by West Corp. in 2006.

Boulder-based investors include Boulder Ventures and Mobius Venture Capital, the former VC firm of Foundry Group's managing directors.

Meritech Capital Partners, a Palo Alto, California-based VC firm, led the 2011 Series E round with a \$10 million investment, according to the SEC filing. Greylock Partners and Mohr Davidow Ventures also invested.

Rally has raised about \$70 million from VCs, according to the prospectus. -- CHECK

Deutsche Bank Securities Inc. and Piper Jaffray & Co. will act as lead book-running managers for the offering, according to the release. Needham & Company, LLC, JMP Securities LLC and William Blair & Company, L.L.C. will act as co-managers.

How to interpret 401(k) disclosure laws

Legislation that took effect last summer was a huge step toward clarifying and enlightening plan sponsors and participants about the fees they are paying for their 401(k) plans.

Each plan must provide plan sponsors and their fiduciaries a 408(b)2 document, also known as a fee-disclosure report. Many studies have revealed that the majority of plan participants feel they are not paying any fees to participate in their 401(k) plan. Plan participants must now receive a 404(a)5 fee-disclosure, which usually is incorporated into their quarterly statements. Unfortunately, most plan sponsors and participants do not know what to do once they receive these fee disclosures and often are overwhelmed by all of the jargon that is used in the disclosure documents.

Taking several steps can ensure that the fees for the 401(k) plan are fair and reasonable for the size of the plan.

First, hire an outside professional/consultant to review the fee disclosures. Fee disclosures are complex and complicated, making it difficult to understand the information provided. Typically, a professional with a certified financial planner, a background in finance or specific training regarding 401(k) plan consulting will be able to decipher and interpret the disclosures.

Another good practice to better analyze a company's 401(k) plan is to benchmark the plan. The plan sponsor must determine if the fees are reasonable for the services provided to the plan. Benchmarking the plan will compare the company's 401(k) plan to plans of similar size



GUEST OPINION
Robert J. Pyle

in terms of total overall assets in the plan. With benchmarking, side-by-side comparisons show how the company's plan measures up, while fee disclosure documents simply report on the plan's fees, with

no comparison to other plans. A good 401(k) benchmark report should include the following:

Plan fees summary: Comparison of the plan's fees to the appropriate benchmark group.

Service provider's fee disclosure: Summarizes the fees which are paid to the primary service providers.

Investment lineup summary: Summarizes the investment expenses of the plan choices compared with the benchmark group.

Relative plan complexity: Compares an estimate of the plan's complexity relative to other similar-sized plans.

Participant success measure: Depicts how well the participants are utilizing the plan to prepare themselves for retirement.

Adviser/consultant services: Highlights the key services the advisor/consultant is providing to the plan and its participants.

The appendix of the benchmarking report should include:

Investment offering and plan fees summary: Compares the plan's diversity of offerings with other plans and summarizes the total plan's fees.

Total expense ratio: Provides a breakdown of the fees associated with each investment option compared with the benchmark group.

Investment fees paid to record-keepers, adviser consultants, investment managers and others: A total summary of fees paid to each person/entity associated with the plan.

Managed accounts: Summarizes the managed account portion of the plan (if offered)

Self-directed accounts: Summarizes the managed account portion of the plan (if offered).

Participant fees: Overview of the other fees paid by participants for options such as loans, hardship withdrawals, etc.

Finally, one of the most important pieces of information divulged in the 408(b)2 document is detailed information about the investment man-

ager's ERISA fiduciary status. Within the document, there is a disclosure about the investment manager or managers and whether they are acting in the best interest of the plan and the plan sponsor, or in their best interest. Make sure there is a 3(38) investment manager overseeing/guiding the company plan. A 3(38) investment manager has the requirements to always act in the plan's best interests when making any and all recommendations.

These new disclosure rules do not apply to businesses that offer a Simple IRA or SEP IRA and some 403(b) plans. Therefore, as a plan participant or sponsor, you have to ask for information about plan expenses and hope the information is given to you and is understandable. In general, plan sponsors and participants need training in financial verbiage to be able to understand the information provided.

Here are some key terms that will appear in the disclosures:

Expense ratio: This is the mutual fund annual cost expressed as a percentage of assets. This can range from 0.05 percent to more than 3 percent annually.

Category/class/investment objective: These terms are used to classify what type of investments the mutual fund purchases within the fund. These terms may be one of the hardest to interpret because there are terms such

► See **401 (k), 31A**

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WAVES from 10A

device to many thousands for a large-scale product such as a data storage system or an automobile.

"It varies widely depending on how complex the product is," Greb said. "The big variables are the complexity of the product, the standards to which we need to test, and how many different economic areas a manufacturer wants to sell to."

Competitive pricing and strong relationships with industry experts have allowed EMC Integrity to become the region's leading provider for EMC testing. With 17 full-time employees and two part-timers, the company has been successful enough to warrant a 6,500-square-foot expansion two years ago that included the addition of a second 10-meter chamber.

The firm also enjoys a symbiotic relationship with a nearby company, Cascade Tek, which does environmental testing on similar products. EMC Integrity also benefits from its partnership with The Nemko Group, a Norwegian organization that supervises safety testing for electrical equipment manufacturing.

"We focus a lot on customer service, and we market ourselves in a technical way," said Guy Dodds, who heads up business development. "It's amazing how many people call in without knowing what they want us to do. They know

“Colorado is a great place to do business because there’s a lot to offer. We enjoy the lion’s share of the business in Colorado but it still makes a nice backdrop to running this incredible lab.”

Vince Greb
FOUNDER,
EMC INTEGRITY INC.

they have to meet these national and international standards but they don't know how to go about it."

To that end, the company regularly organizes educational seminars and other learning opportunities for professionals who need to access their expertise. A recent seminar focused on issues surrounding Asian markets, while an upcoming two-day session in April will provide an introduction to the field of electromagnetic compatibility with EMC Integrity engineer Ken Wyatt.

"A lot of the education is informal," Greb said. "Typically, people don't want to know how to do the testing; they just want to know that we know how to do it."

One of the company's biggest advantages is its expertise. While many similar facilities simply offer pass-or-fail EMC testing, EMC Integrity is committed to providing troubleshooting, mitigation and consulting services to its clients.

"We had been on the product development side, so we knew how frustrating it is to simply be told, 'Well, you failed,' " Greb said. "A lot of our clients don't have the size or the staff or the expertise to access someone who specializes in EMC challenges. Our advantage is in being able to offer engineering solutions and design fixes, which distinguishes from testing labs across the nation."

With a strong base of customers from Pueblo to Fort Collins, EMC Integrity also plans to use its expanded capacity to pursue a wider base of customers, while continuing to enjoy the fruits of operating in the Front Range.

"Colorado is a great place to do business because there's a lot to offer," Greb said. "We enjoy the lion's share of the business in Colorado but it still makes a nice backdrop to running this incredible lab."

ADVERTISING & MARKETING

22 | Advertising, Marketing and PR Firms

Videos key part of online marketing

Spots attract attention to company websites through social media

BY BETH POTTER

bpotter@bcbr.com

BOULDER — When advertising and social-media agency executives talk about “going digital,” they want to give you the whole online marketing enchilada.

What that means is that instead of getting a traditional 30-second TV advertising spot, you might get a variety of related, short video pieces and Internet links packaged together.

Such a campaign might include a two-minute video stream on your own webpage or on a related Internet site. The video might be promoted on your company’s Facebook page. It might encourage viewers to sign up for a contest or post a comment or do something in the real world.

Or a company Facebook page might be used to promote a video or an event.

For one recent local digital marketing campaign, Elevations Credit Union in Boulder offered a free lunch to employees at Longmont United Hospital and the St. Vrain Valley School District to create awareness and goodwill for the credit union, said Dennis Paul, a credit union spokesman.

Elevations hired the local Comida LLC food-truck folks to dish up some tasty treats on a certain day and post-



COURTESY ROOM 214 INC.

Room 214 Inc. in Boulder created a digital-media marketing campaign for Boulder-based Elevations Credit Union that included a video of the credit union’s public relations event at Longmont United Hospital. Here, Jeffrey Kash, left, of Elevations Credit Union, chats with Sachin Talusani about the free Mexican food from the Comida food truck at the event.

ed messages on Facebook, inviting people to come.

The credit union hired a video crew at Room 214 Inc. in Boulder to film the events. Local nonprofit groups were chosen to receive money in connection with the events — the credit union donated \$500 to the OUR Center in Longmont, for example, as part of the campaign.

The response was tremendously

positive, Paul said. Elevations held similar events in Loveland.

“We’ve had a blast with it. It’s been quite good for our visibility,” Paul said. “It’s the right thing to do, given our position in the community.”

In another campaign, Elevations Credit Union gave away a \$100 credits to random students at the CU Bookstore on one of the first days of school.

With video marketing, Elevations can calculate various return-on-investment metrics based on the number of video views, or, in the case of a contest, the number of entrants, Paul said. On the social-media side, measurements include new “friends,” as well as net promoter scores put together by web statistics companies, he said.

► See **Videos**, 23A

Power of ad agency’s name boosts business, careers

BY BETH POTTER

bpotter@bcbr.com

What’s in a name? A lot, if you’re the Crispin Porter + Bogusky LLC advertising agency, which has an office in Boulder.

CP+B is the agency that did the 30-second Grey Poupon teaser ad for the 2013 Super Bowl, a zany remake of the original Grey Poupon mustard ad in which a man in one car asks a man in another car, “Pardon me. Would you have any Grey Poupon?”

The new TV ad directed viewers to a website where they could watch a “behind-the-scenes” video and enter a contest, said Andrew Keller, chief executive of the agency, who is based in the Boulder office.

Such is the work of the now 1,000-person-strong global agency,



Keller



Schiff



Prindle



Kieselhorst



Babcock



Nadeau

which made its name with viral advertising campaigns including the “Subservient Chicken” and “Whopper Sacrifice” ads from the agency’s Burger King campaign, as well as the ItsTheT-ruth.com anti-smoking campaign.

When Crispin Porter opened an office in Gunbarrel in 2006, the company brought along a wealth of talented employees. The ad agency is owned by MDC Partners Inc. in

New York (Nasdaq: MDCA).

As it happens in many industries, ambitious employees often move on.

In Crispin Porter + Bogusky’s case, those “move-ons” have become a separate force to be reckoned with in the Boulder region in recent years.

Such evolution and growth is good for everyone, Keller said. CP+B is so diversified with offices in Miami, Santa Monica, Cali-

fornia, London and Sweden, that Keller said he couldn’t imagine that any new spinoff companies could have a financial impact on business.

“I think it’s good for Boulder, frankly,” Keller said. “It’s good news if more places attract more creative people and more clients to Boulder.”

When an agency such as CP+B is named “Agency of the Decade”

► See **Power**, 23A

BUSINESS
REPORT

LIST

ADVERTISING, MARKETING & PR FIRMS

(Firms in Boulder and Broomfield counties ranked by capitalized billings.*)

RANK	Company Address	Capitalized Billings 2012 2011	Local employees Total employees	Current accounts	Phone/Fax Website	Person in charge Year founded
1	STERLING-RICE GROUP INC. 1801 13th St., Suite 400 Boulder, CO 80302-5130	\$135,047,490 \$140,323,000	116 N/A	N/A	303-381-6400/303-444-6637 www.srg.com	Buddy Ketchner, president 1984
2	VERMILION INC. 3055 Center Green Drive Boulder, CO 80301	\$20,287,913 \$18,349,053	27 27	Celestial Seasonings, Robert Wood Johnson Foundation, IZZE Beverages, Gill Foundation, University of Colorado, Beforeplay	303-443-6262/303-443-0131 www.vermilion.com	Bob Morehouse, CEO 1982
3	THE CREATIVE ALLIANCE INC. 2675 North Park Drive Lafayette, CO 80026	\$6,807,749 \$7,084,154	12 12	LaserCycle USA, AvJet, Birko, Catalyst, Team Promark, Inada	303-665-8101 www.thecreativealliance.com	T Taylor, founder, CEO 1991
4	BOLDER SEARCH 928 St. Andrews Lane Louisville, CO 80027	\$5,000,000 N/A	8 N/A	N/A	720-938-1222 www.boldersearch.com	Lee Ponton Kennedy, CEO 2007
5	WILD ROSE MARKETING INC. P.O. Box 21276 Boulder, CO 80308	\$4,800,000 \$4,100,000	3 11	Whole Foods, Vitamin Cottage, Peppercorn, Alfalfa's, Lucky's, Tony's Markets, Vic's,	303-448-9556/303-448-9762 www.wildrosemarketing.com	Rose Pierro, owner 1996
6	MONDO ROBOT LLC 1737 15th St. Boulder, CO 80302	\$3,200,000 \$2,200,000	20 N/A	Microsoft, Digital Globe, Comcast, NCM Fathom, Warner Brothers, Level 3 Communications	303-800-2916/303 800-2916 www.mondorobot.com	Chris Hess, creative director/founder 2006
7	ROOM 214 INC. 3390 Valmont Road, Suite 214 Boulder, CO 80301	\$2,590,711 \$2,383,236	31 31	Sanrio, Mrs. Fields, TCBY, Horizon Organic Milk	303-444-9214/303-736-4377 www.room214.com	James Clark, founding partner Jason Cormier, founding partner 2004
8	INSIGHT DESIGNS WEB SOLUTIONS LLC 2006 Broadway, Suite 300 Boulder, CO 80302	\$1,788,531 \$1,561,852	12 12	Crocs, Spyder, Shutterfly, Dot Hill, Solution Tree, NCWIT, Oceanside Ten	303-449-8567/303-449-8568 www.insightdesigns.com	Beth Krodell, co-owner 1999
9	METZGER ASSOCIATES INC. 5733 Central Ave. Boulder, CO 80301	\$1,200,000 \$900,000	20 20	Coalfire Systems, HealthONE, ReMax, Mercury Payment Systems	303-786-7000/303-786-7456 www.metzger.com	John P. Metzger, CEO 1991
10	CATAPULT PR-IR LLC 6560 Gunpark Drive, Suite C Boulder, CO 80301	\$1,082,616 \$1,044,925	8 8	Agile Alliance, BlogFrog, CollabNet, FreeWave Technolgies, Inovonics, JNBridge, Tasktop Technologies, SparkFun	303-581-7760/303-581-7762 www.catapultpr-ir.com	Terri Douglas, co-founder and principal Guy Murrel, founder 1999
11	VOLTAGE ADVERTISING & DESIGN LTD. 901 Front St., Suite 340 Louisville, CO 80027	\$1,000,500 N/A	13 N/A	N/A	303-664-1687 www.voltagead.com	Eric Fowles, owner 2008
12	BLUESTONE MARKETING INC. 720 Hawthorn Ave. Boulder, CO 80304	\$906,000 N/A	3 N/A	N/A	303-527-0900/303-530-2434 www.aiabluestone.com	Tom Bagli, president 2002
13	NUF SAID ADVERTISING INC. 2770 Dagny Way, Suite 210 Lafayette, CO 80026	\$768,000 \$740,000	5 5	Boulder Community Hospital, Hitachi Data Systems, YMCA of Boulder Valley	303-665-8188/303-665-8288 www.nufsaid.com	Rick Chadwick, owner 1994
14	TONIC MARKETING LLC 777 Pearl St., Suite 211 Boulder, CO 80302	\$325,000 \$0	12 12	Werner Paddles, Lombardi Sports, PastaVino, Wieck Schwanz LLP, Mary's Soulful Living	303-817-2112 http://www.tonicmarketing.com/	Julia M. Wieck, owner 2001
15	IMPRESSIONS MARKETING INC. 805 Wade Road Longmont, CO 80503	\$312,000 \$350,000	2 N/A	N/A	303-776-7444/303-776-9606 www.impressionsmarketing.com	Donna Coffey, president 1991
16	DISH PUBLICITY & DISHWIRE 1035 Pearl St., 4th Floor Boulder, CO 80302	\$277,000 \$250,000	4 1	Black Cat, Boxcar Coffee, Cured, Bramble & Hare, Central Bistro & Bar, Trillium, Lucky's Market, Lucky's Cafe, Lucky's Bakehouse and Creamery	303-886-6260/303-625-1030 www.thedishwire.com	Kate Lacroix, owner 2004
17	RED WALL COMMUNICATIONS LLC 1541 Chukar Drive Longmont, CO 80504	\$211,000 \$220,000	2 N/A	N/A	720-494-0916/720-494-0916 www.redwallcom.com	Dan Ditslear, co-owner Jean Ditslear, co-owner 2002
18	HIRT & ASSOCIATES INC. DBA MINDSPEAK PUBLIC RELATIONS 5023 W. 120th Ave., No. 187 Broomfield, CO 80020	\$107,000 \$89,000	1 N/A	Vail Cascade Resort, The Inverness Hotel and Conference Center, IPM, Inc.	303-859-1762 www.mindspeakpr.com	Guadalupe Hirt, principal 2003
19	GRIFF/SMC INC. 954 Pearl St. Boulder, CO 80302	\$100,000 \$500,000	3 N/A	N/A	303-443-7602/303-443-7605 www.griffsmc.com	Bob Griff, president 1975
20	CONCEPTS UNLIMITED INC. 16535 Grays Way Broomfield, CO 80023	\$100,000 \$100,000	1 1	Recent books designed and published: Trans-Kin, A Guide for Family & Friends of Transgender People; Growing Up To Be Mayor, the story of the first African American Mayor of Houston; The Wonderful Adventures of Bradley the Bat; Simply for You, a book of poetry; Sacred Leadership.	303-449-2907/303-449-2967 www.conceptsunlimitedinc.com	Pam McKinnie, owner, president 1982
21	RUSSELL MCDUGAL PHOTOGRAPHY INC. 321 Walnut St. Boulder, CO 80301	\$65,000 \$75,000	1 1	Celestial Seasonings, Tebo Properties	303-444-6984 www.russellmcdougal.com	Russell McDougal, owner 1984
22	N8 COMMUNICATION LLC P.O. Box 907 Lyons, CO 80540	\$50,000 \$50,000	1 N/A	Adoption Options Alpenglow Veterinary Specialty + Emergency Center Veterinary Emergency + Referral Center of Hawaii Rocky Mountain Veterinary Cardiology St. Vrain Market, Bakery & Deli	303-641-3116 www.n8communication.com	Mary Huron Hunter, principal 2008
23	CP+B 6450 Gunpark Drive Boulder, CO 80301	N/A N/A	342 712	Microsoft, KRAFT, Domino's Pizza, MetLife, Old Navy, Applebee's, SAS, Arby's, Best Buy	303-628-5100/303-449-2346 www.cpbgroup.com	Andrew Keller, CEO Chuck Porter, chairman 1965
24	CREATIVE STRATEGIES GROUP 11880 Upham St., Suite F Broomfield, CO 80020	N/A N/A	6 N/A	N/A	303-469-7500/303-438-5613 www.csg-sponsorship.com	Bruce Erley, CEO, president 1995
25	COMMUNICATION CONCEPTS PR & ADVERTISING INC. 1218 Princeton Court Longmont, CO 80503	N/A N/A	2 N/A	N/A	303-651-6612 www.comm-concepts.com	Stacy Cornay, president 1994

Researched by Mariah Gant

N/A: Not available.

* Second ranking criteria is number of employees.

Source: Business Report Survey

POWER from 21A

by Advertising Age, an industry journal, it also gives a certain cachet that carries over to the people who leave, Keller said.

"A lot of people look at us as a place that not only attracts great talent, but trains great talent," Keller said. "We accept that, too. It's part of us maturing as an agency."

So, what's in a name? A lot, if you're Alex Bogusky.

Bogusky left the ad agency that bears his name to start Common in Boulder with three other people, including his wife Ana, in January 2011. The social-entrepreneur firm bills itself online as "part creative community" and "part collaborative brand." Ana is another CP+B alumni.

When asked about the CP+B connection, Bogusky was sanguine. He was laid-back about his departure and its importance, saying he is "semi-retired" these days.

CP+B has seen spinoffs for years, Bogusky said, leading to new ad agencies to be reckoned with in Los Angeles, New York and Philadelphia.

"Crispin is a really famous place, so people really trade on that, but it only works for a certain amount of time," Bogusky said.

Regardless, Common, www.common.is, has become a powerful force in the social entrepreneur community, charging a base price of \$250,000 to put on "maniacal business attack," or MBA, events, where 10 to 15 people come into a company for four days to work on issues that client companies want to change. Clients have included the Wolfsonian Museum in Miami Beach, Florida.

"We're able to do a really intense few days and hopefully change the

AS A BOUTIQUE AD FIRM FOCUSED ON

"challenger brands" that aren't established yet,

Grenadier is working on a campaign for Fruit20, a

flavored bottled water product from the Sunny Delight

beverage company, among others.

trajectory and help out some folks," Bogusky said of the MBA events.

Bogusky and his wife also started the "Fearless Cottage" in Boulder, which they say is a place where they and their cohorts can work on "a consumer revolution," according to their website, www.fearlessrevolution.com.

Bogusky also is an investor in Made, a company founded by three Crispin Porter + Bogusky alums. The Boulder advertising company focuses on "Made in America" products, and has grown to 36 people in less than a year.

Its "Made Movement" online retail store took off with a collaboration with Esquire magazine, www.mademovement.com, to sell products for the 2012 holiday season.

What's in a name? A lot, if you're Dave Schiff, one of Made's three founders.

Schiff, Scott Prindle and John Kieselhorst started off with their computers plugged into a power strip they took to an Amante coffee shop in Boulder, Schiff said. The trio now has an office and has recruited other former Crispin Porter employees, some of whom have been willing to take new jobs for less money because they "believe in what they're doing," Schiff said.

"We have managed to attract the best people in the industry. There's a zealous approach that you can't really

put a price on," Schiff said.

What's in a name? John Winsor and Evan Fry, both formerly of Crispin Porter + Bogusky, opened Victors & Spoils in 2009 in Boulder, which they bill as a creative agency built around crowdsourcing. Claudia Batten, the third co-founder, also co-founded the gaming ad network Massive. Crowdsourcing is the practice of using the power of the Internet to get people together to work on any particular project.

The Paris-based Havas agency bought a majority stake in Victors & Spoils in April, while the three founders continue to own a minority stake in the shop.

What's in a name? A lot, if you're Steve Babcock, formerly at CP+B, who will head the new Boulder office of Evolution Bureau, a San Francisco-based firm that bills itself as a digital marketing agency. Babcock will be joined by David Gonsalves and Rich Ford, each of whom also worked at CP+B for at least three years.

Evolution Bureau's clients include Juicy Fruit, Skittles, Zynga, Absolut, Jameson and Facebook.

What's in a name? A lot, if you're Jeff Graham, who helped start the Grenadier LLC ad agency in Boulder this year. It's a division of Barkley, a Kansas City ad firm with 250 employees.

It's exciting to see Boulder become a destination market for ad agencies looking to relocate or open a new office, Graham said.

"It's one of the kinds of places where a whole bunch of great ad agencies aren't necessarily supposed to happen," Graham said.

As a boutique ad firm focused on "challenger brands" that aren't established yet, Grenadier is working on a campaign for Fruit20, a flavored bottled water product from the Sunny Delight beverage company, among others, Graham said. Employee experience at Crispin and other heavy-weight ad agencies around the nation has helped give the fledgling firm legitimacy, he said.

Existing Boulder advertising agencies such as TDA Advertising & Design were happy to see Boulder's reputation go up in the advertising world with the arrival of Crispin Porter + Bogusky's office here, said Thomas Dooley, chief executive and founder.

TDA clients include brands such as French's Mustard, Noodles and Co. in Broomfield, General Mills and its own Sir Richards Condom Co.

"We're very grateful to Mr. Bogusky for dropping his great big shop into Gunbarrel," Dooley said by email.

A few other former Crispin Porter + Bogusky alumni who started new companies:

Trina Arnette started Trinalytics LLC, www.trina-lytics.com/. Dave Nadeau started Rhymes With Pixel LLC, a digital artist shop (www.rhymeswithpixel.com/. Shaz Sedighzadeh started The Supply LLC, an online agency technology recruiter, www.thesupply.com.

VIDEOS from 21A

Agencies such as Room 214 and Made, also in Boulder, have seen a rapid increase in interest in such digital marketing in recent years, said Brandon Whalen, head of marketing at Room 214. As various visual storytelling assignments have taken off at Room 214, the agency has grown its video department to five full-timers and one part-time person, he said. Corresponding video revenue has increased more than 50 percent year-over-year now representing about 20 percent of the agency's gross, Walen said. Room 214's 2012 revenue was a little more than \$3 million, Whalen said.

New clients have signed on mostly after seeing existing work on the agency's website, said Fleetwood Mathews, who heads Room 214's video team. A key sales pitch was Room 214's test whiteboard video, which shows a hand drawing a picture on a whiteboard.

The whiteboard video brought in "a huge influx of people who wanted to work with us," Mathews said.

Regional and national video clients have included Verizon Communica-

OTHER LOCAL ADVERTISING AGENCIES HAVE DONE

a variety of digital campaigns, including Crispin Porter +

Bogusky, which became known for "viral" videos such as the

"Subservient Chicken" ad for Burger King.

tions Inc. (NYSE: VZ), CoreLogic Inc. (NYSE: CLGX), an online financial and real estate data company, The Linux Foundation, a national nonprofit group dedicated to promoting Linux software, SolidFire Inc., a Boulder-based cloud-computing company, and FirstBank Holding Co. in Lakewood.

Mathews said he also finds himself using the vision of a hand drawing a story on the whiteboard as one that can simplify difficult, high-tech concepts such as "linear scalability," mentioned by a recent computer company client.

"We have to condense the message and get rid of the jargon," Mathews said. "It's an exercise in patience for (clients), and an exercise in patience for us."

Boulder-based advertising and

marketing agency Made finds its project mix to be about 80 percent digital, said Dave Schiff, a founder of the agency. Companies seem to have smaller budgets but still want all the bells and whistles of a traditional TV commercial campaign that can appear anywhere, he said.

For example, Schiff said he is working on a web video project for Seventh Generation Inc. in Burlington, Vermont, a recycled-paper product company. Made also has done at least one broadcast TV campaign since it started less than a year ago, Schiff said. He did not give specifics about the broadcast TV campaign or about fees related to digital campaigns.

"We love supporting local businesses, but as an agency, you like to have the ability to work on national

accounts, and that's where we've been headed," Schiff said.

Other local advertising agencies have done a variety of digital campaigns, including Crispin Porter + Bogusky, which became known for "viral" videos such as the "Subservient Chicken" ad for Burger King. Computer watchers can still interact with the chicken at: http://www.subservientchicken.com/pre_bk_skinned.swf.

Crispin Porter + Bogusky's most recent digital campaign is for Grey Poupon mustard, with a 30-second ad that aired during the 2013 Super Bowl, said Andrew Keller, chief executive of the company.

Locally, the 30-second TV spot that Sterling-Rice Group Inc. in Boulder put together for free to air on NBC during the Boulder segment of the USA Pro Cycling Challenge last August, was a good example of a marketing campaign driven by a national event.

While not part of a larger digital marketing campaign, the spot featured the Boulder Convention & Visitors Bureau's website at the end: bouldercoloradousa.com.

Bankruptcies

Applications for bankruptcy protection are filed with the U.S. Bankruptcy Court in Denver. Chapter 7 denotes filings made for liquidation. Chapter 11 indicates filings for reorganization. Chapter 13 indicates filings that enable petitioners to pay off their creditors over three to five years.

This information is obtained from SKLD Information Services.

Foreclosures

Includes notices of election and demand filed by creditors alleging default on a debt. Foreclosures are not final until a Public Trustee's Deed has been issued.

State Tax Liens

Judgments filed against assets of individuals or businesses with delinquent taxes.

Judgments

Judgments constitute decisions by a court of law against an individual or corporation for payment of monetary damages.

Warranty Deeds

Transfers property while guaranteeing a clear title free of any encumbrances that are not listed on the deed.

Chapter 13

KRZYSZTOF WITOLD KREKORA, 634 MATHEWS WAY, ERIE; CASE #2013-11970, DATE FILED: 2/14/2013.

ROBERT CHRISTOPHER NORTHRUP, 2300 SOUTH ROCK CREEK PARKWAY, SUPERIOR; CASE #2013-11972, DATE FILED: 2/14/2013.

TANIA SUSANNE SHAW, 9185 NELSON RD, LONGMONT; CASE #2013-12076, DATE FILED: 2/16/2013.

JUDITH A BLAIR, PO BOX 18207, BOULDER; CASE #2013-12227, DATE FILED: 2/20/2013.

Broomfield County

Chapter 7

SUPERIOR CREEK PROPERTY LLC, 14242 PINEY RIVER ROAD, BROOMFIELD; CASE #2013-11956, DATE FILED: 2/14/2013.

NICK AARON HOLGORSSEN, 15133 PRAIRIE PL, BROOMFIELD; CASE #2013-12212, DATE FILED: 2/20/2013.

FORECLOSURES

Boulder County

BORROWER: FLETCHER LEE & RAPHAEL J MOSES, 4913 CLUBHOUSE CIR, BOULDER. LENDER: WELLS FARGO BANK, AMOUNT DUE: \$266600. CASE #3286887. 2/4/2013

BORROWER: MICHAEL J BERGER, 288 S JEFFERSON ST, NEDERLAND. LENDER: WELLS FARGO BANK NA TRUSTEE, AMOUNT DUE: \$208554. CASE #3287172. 2/5/2013

BORROWER: MICHAEL H & LOIS A MOGER, 11022 N 66TH ST, LONGMONT. LENDER: ELEVATIONS CREDIT UNION, AMOUNT DUE: \$363695. CASE #3287173. 2/5/2013

BORROWER: CHARLES A HABER, 629 COPPERDALE LN, GOLDEN. LENDER: NATIONWIDE MORTGAGE RELIEF, AMOUNT DUE: \$46777. CASE #3287177. 2/5/2013

BORROWER: MARK BICKLER, . LENDER: 650 BROOKLYN LLC, AMOUNT DUE: \$1105028. CASE #3287594. 2/6/2013

BORROWER: MARK W SR & CHRISTINE HUTCHINS, 1190 PURDUE DR, LONGMONT. LENDER: WELLS FARGO BANK, AMOUNT DUE: \$423592. CASE #3287595. 2/6/2013

BORROWER: ROBERT & DEBORAH ANASTASI, 839 TRAIL RIDGE DR, LOUISVILLE. LENDER: US BANK NATIONAL ASSOCIATION T, AMOUNT DUE: \$382890. CASE #3288234. 2/8/2013

BORROWER: CHRISTOPHER S & COLLEEN R SIEDEM, 4215 REDMOND DR, LONGMONT. LENDER: GREEN TREE SERVICING LLC, AMOUNT DUE: \$392555. CASE #3288235. 2/8/2013

BORROWER: JOSEPH & NAOMI KROKOWSKI, 2127 MEADOW CT, LONGMONT. LENDER: JPMORGAN CHASE BANK NATIONAL A, AMOUNT DUE: \$106728. CASE #3288236. 2/8/2013

BORROWER: JAMES A & MYA M BETHUNE, 489 MUIRFIELD CT, LOUISVILLE. LENDER: DLJ MORTGAGE CAPITAL INC, AMOUNT DUE: \$340709. CASE #3288237. 2/8/2013

BORROWER: DAVID MICHAEL & LAURA A JOWDER, 2627 DANBURY DR, LONGMONT. LENDER: HSBC BANK USA NATIONAL ASSOCIA, AMOUNT DUE: \$184115. CASE #3288238. 2/8/2013

BORROWER: JOHN W SYDENHAM,

729 ELLIOTT ST, LONGMONT. LENDER: US BANK NATIONAL ASSOCIATION, AMOUNT DUE: \$202173. CASE #3288239. 2/8/2013

BORROWER: GREGORY B CUSHMAN, 979 LARAMIE BLVD UNIT E, BOULDER. LENDER: COLO HOUSING FIN AUTHORITY, AMOUNT DUE: \$132565. CASE #3288715. 2/11/2013

BORROWER: SCOT J THOMSEN, 2263 LINDEN DR, BOULDER. LENDER: JPMORGAN CHASE BANK NATIONAL A, AMOUNT DUE: \$384914. CASE #3288716. 2/11/2013

BORROWER: CHRISTOPHER S & CHRISTOPHER SCOTT REARDON, 1090 PRINCETON DR, LONGMONT. LENDER: PHH MORTGAGE CORP, AMOUNT DUE: \$279000. CASE #3288717. 2/11/2013

BORROWER: GEOFFREY H LUNN, 4608 GREENBRIAR CT, BOULDER. LENDER: BANK AMERICA, AMOUNT DUE: \$326892. CASE #3289016. 2/12/2013

BORROWER: LONDA KONIECZNY, 1900 RICE ST, LONGMONT. LENDER: COLORADO HOUSING FINANCE AUTHO, AMOUNT DUE: \$139280. CASE #3289017. 2/12/2013

BORROWER: OPEN DOOR PROPERTIES LLC, 246 MAIN ST, LONGMONT. LENDER: MT BANK, AMOUNT DUE: \$949281. CASE #3289040. 2/12/2013

BORROWER: ERIC C JR & ERIC C SCHREIBER, 227 CNTY R 90, ALLENSPARK. LENDER: STEPHEN B SCHREIBER, AMOUNT DUE: \$38312. CASE #3289500. 2/13/2013

BORROWER: JO ANN WARD, 2986 THUNDER LAKE CIR, LAFAYETTE. LENDER: WELLS FARGO BANK, AMOUNT DUE: \$129890. CASE #3289501. 2/13/2013

BORROWER: STEVEN W & LISA A RILEY, 1957 W CENTURY DR #319, LOUISVILLE. LENDER: CITIMORTGAGE INC, AMOUNT DUE: \$260910. CASE #3289502. 2/13/2013

BORROWER: JAMES A BROWNING, 210 E SIMPSON ST, LAFAYETTE. LENDER: PHH MORTGAGE CORP, AMOUNT DUE: \$169968. CASE #3289904. 2/14/2013

BORROWER: LARRY & MARY FORREST, 1052 TOWNLEY CIR, LONGMONT. LENDER: BANK NEW YORK MELLON TRUSTEE, AMOUNT DUE: \$142051. CASE #3289905. 2/14/2013

BORROWER: KATHY RAE NAGEL, 1655 WANeka LAKE TRL, LAFAYETTE. LENDER: NATIONSTAR MORTGAGE LLC, AMOUNT DUE: \$322393. CASE #3289906. 2/14/2013

Broomfield County

BORROWER: RAVEN L & SCOTT J FLORES, 12633 IRVING CT, BROOMFIELD. LENDER: US BK, AMOUNT DUE: \$202936. CASE #1895. 2/5/2013

BORROWER: AARON C & NICOLE J KEIM, 13900 LAKE SONG LN # 14, BROOMFIELD. LENDER: NATIONSTAR MORTGAGE LLC, AMOUNT DUE: \$143958. CASE #1987. 2/6/2013

BORROWER: BEAU P & DOROTHY J PEARL, 411 HICKORY ST, BROOMFIELD. LENDER: GMAC MORTGAGE LLC, AMOUNT DUE: \$180428. CASE #2003. 2/7/2013

BORROWER: WAYNE E PETERSEN, 12 PINE PL, BROOMFIELD. LENDER: MIDFIRST BANK, AMOUNT DUE: \$26839. CASE #2008. 2/7/2013

BORROWER: KATHERINE R GOULD, 12958 GROVE WAY, BROOMFIELD. LENDER: PHH MTG CORP, AMOUNT DUE: \$203126. CASE #2103.

2/11/2013

BORROWER: AMY & PAUL T SCHODROW, 4332 BRANDON AVE, BROOMFIELD. LENDER: NATIONSTAR MORTGAGE LLC, AMOUNT DUE: \$208736. CASE #2374. 2/13/2013

JUDGMENTS

Boulder County

DEBTOR: KATHLEEN M MILLER, CREDITOR: FIRST WESTERN TRUST BK. AMOUNT: \$72282.56. CASE #D-2012CV146. DATE: 2/4/2013

DEBTOR: JACQUELINE & J WESTERVELT NAVARRO, CREDITOR: PREMIER MEMBERS FED CREDIT UNI. AMOUNT: \$7857.0. CASE #C-12C-001753. DATE: 2/5/2013

DEBTOR: KIM & HIEN T NGUYEN, CREDITOR: PREMIER MEMBERS FED CREDIT UNI. AMOUNT: \$5443.34. CASE #C-12C-001682. DATE: 2/5/2013

DEBTOR: NRE INC, CREDITOR: SNAP ADVANCES LLC. AMOUNT: \$38082.29. CASE #D-13CV-030098. DATE: 2/5/2013

DEBTOR: GEORGE RUSK, CREDITOR: CENTRAL CREDIT CORP. AMOUNT: \$381.85. CASE #C-12C-030555. DATE: 2/5/2013

DEBTOR: JOSEPH L PEREZ, CREDITOR: CENTRAL CREDIT CORP. AMOUNT: \$361.85. CASE #C-12C-003368. DATE: 2/5/2013

DEBTOR: SHILOH A EVERETTS, CREDITOR: PREMIER MEMBERS FED CREDIT UNI. AMOUNT: \$14822.8. CASE #C-12C-001761. DATE: 2/5/2013

DEBTOR: ESSENCE T RICKS, CREDITOR: PREMIER MEMBERS FED CREDIT UNI. AMOUNT: \$5411.62. CASE #C-12C-001755. DATE: 2/5/2013

DEBTOR: CAROLYN DURAN, CREDITOR: PORTFOLIO RECOVERY ASSOC LLC. AMOUNT: \$4961.55. CASE #C-12C-030076. DATE: 2/7/2013

DEBTOR: GARRETT D QUACKENBUSH, CREDITOR: GARRETT D QUACKENBUSH. AMOUNT: \$319596.67. CASE #D-12CV-000507. DATE: 2/7/2013

DEBTOR: JULIE MARX ALTENBORG, CREDITOR: ELIZABETH MEYER. AMOUNT: \$6000.0. CASE #D-10DR-000298. DATE: 2/7/2013

DEBTOR: ROGER GOOD, CREDITOR: AM GENERAL FIN SERVICES INC. AMOUNT: \$9334.99. CASE #C-07C-002413. DATE: 2/7/2013

DEBTOR: RONNIE DARNELL, CREDITOR: CENTUR VILLAGE WEST HOMEOWNERS. AMOUNT: \$2766.35. CASE #C-12C-030189. DATE: 2/8/2013

DEBTOR: MELISSA HOFFMAN, CREDITOR: LVNV FUNDING LLC. AMOUNT: \$3825.76. CASE #C-12C-030151. DATE: 2/8/2013

DEBTOR: ELIZABETH HUCKE-BY, CREDITOR: DISCOVER BK. AMOUNT: \$10472.02. CASE #C-12C-030506. DATE: 2/8/2013

DEBTOR: MILE HIGH ROOFING PAVING REMOD, CREDITOR: JS REAL ESTATE COLO LLC. AMOUNT: \$150297.68. CASE #D-12CV-002146. DATE: 2/11/2013

DEBTOR: SOLSOURCE LLC, CREDITOR: FERGUSON ENTPR INC. AMOUNT: \$13867.08. CASE #C-12C-058359. DATE: 2/12/2013

DEBTOR: MARK R POWELL, CREDITOR: VINCENT ROMERO RODRIGUEZ LLC. AMOUNT: \$14462.26. CASE #C-12C-003260. DATE: 2/12/2013

DEBTOR: BAGI MECHANICAL LLC, CREDITOR: TRANE US INC. AMOUNT: \$4655.91. CASE #C-12C-001616. DATE: 2/12/2013

DEBTOR: AMANDA WHITE, CREDITOR: PUBLIC SERVICE CREDIT UNION. AMOUNT: \$10629.3. CASE #C-12C-004863. DATE: 2/13/2013

DEBTOR: CAROLYNE EVANS, CREDITOR: MATTHEW TRYHANE. AMOUNT: \$9042.03. CASE #D-10CV-000377. DATE: 2/13/2013

DEBTOR: DEBBIE M & ROBERT M

HERNANDEZ, CREDITOR: BC SERVICES INC. AMOUNT: \$5108.8. CASE #C-10C-001831. DATE: 2/13/2013

DEBTOR: DEBBIE M HERNANDEZ, CREDITOR: BC SERVICES INC. AMOUNT: \$250.0. CASE #C-10C-001831. DATE: 2/13/2013

DEBTOR: ANNETTE FERRERA, CREDITOR: BC SERVICES INC. AMOUNT: \$852.09. CASE #C-12C-001519. DATE: 2/13/2013

DEBTOR: CURT CHESNEY, CREDITOR: D3 MULTISPORT INC. AMOUNT: \$5785.0. CASE #12C-001029. DATE: 2/13/2013

DEBTOR: PEDRO I MENDOZA, CREDITOR: PREMIER MEMEBERS FED CREDIT UN. AMOUNT: \$3409.62. CASE #07C-001250. DATE: 2/13/2013

DEBTOR: GARY LEE II TRIANO, CREDITOR: PROFESSIONAL FIN CO INC. AMOUNT: \$598.04. CASE #C-12C-001471. DATE: 2/14/2013

Broomfield County

DEBTOR: KATHLEEN M MILLER, CREDITOR: FIRST WESTERN TRUST BK. AMOUNT: \$0.0. CASE #2012CV146. DATE: 2/4/2013

DEBTOR: KATHLEEN M MILLER, CREDITOR: FIRST WESTERN TRUST BK. AMOUNT: \$0.0. CASE #2012CV146. DATE: 2/4/2013

DEBTOR: JESSIE JR & TRACY BUGARING, CREDITOR: BONDED BUSINESS SERVICES LTD. AMOUNT: \$2423.78. CASE #C-11C-000879. DATE: 2/4/2013

DEBTOR: BRIAN R STEARNS, CREDITOR: WAKEFIELD ASSOC INC. AMOUNT: \$16071.99. CASE #C-12C-030058. DATE: 2/5/2013

DEBTOR: DEBORAH D THOMAS, CREDITOR: WAKEFIELD ASSOC INC. AMOUNT: \$7832.3. CASE #C-12C-030047. DATE: 2/5/2013

DEBTOR: CHERYL AMESTOY NICAISE, CREDITOR: COLO ST. AMOUNT: \$6861.83. CASE #C-11M-000201. DATE: 2/6/2013

DEBTOR: RICHARD EMILE NICAISE, CREDITOR: COLO ST. AMOUNT: \$6861.83. CASE #C-11N-000202. DATE: 2/6/2013

DEBTOR: PHILLIP M LONG, CREDITOR: ALPINE CREDIT INC. AMOUNT: \$3674.52. CASE #C-12C-030115. DATE: 2/7/2013

DEBTOR: DANIEL S ROJAS, CREDITOR: SPRINGLEAF FIN SERVICES INC. AMOUNT: \$5870.79. CASE #C-12C-030113. DATE: 2/8/2013

DEBTOR: MILE HIGH ROOFING PAVING REMOD, CREDITOR: JS REAL ESTATE COLO LLC. AMOUNT: \$150297.68. CASE #D-12CV-002146. DATE: 2/8/2013

DEBTOR: CAITLIN R & JON P WILLIAMS, CREDITOR: LIBERTY ACQUISITIONS SERVICING. AMOUNT: \$525.1. CASE #C-12C-045513. DATE: 2/14/2013

DEBTOR: CONNIE L SESKER, CREDITOR: HSBC BK NEVADA. AMOUNT: \$14791.15. CASE #C-05C-000133. DATE: 2/14/2013

DEBTOR: ARTISAN KITCHEN FABRICATION LT, CREDITOR: PINACOL ASSURANCE. AMOUNT: \$17156.78. CASE #D-12CV-007141. DATE: 2/15/2013

RELEASE OF JUDGMENT

Boulder County

DEBTOR: F NATHAN TELSCHOW, CREDITOR: CITIBANK. AMOUNT: \$0.0. CASE #. DATE: 2/8/2013

DEBTOR: JEFFREY L WEEKS, CREDITOR: CACH LLC. AMOUNT: \$1480.56. CASE #C-10C-001841. DATE: 2/8/2013

DEBTOR: MORGAN L & MORGAN HARRIS, CREDITOR: MARSHALL RECOVERY LLC. AMOUNT: \$0.0. CASE #D-10CV847. DATE: 2/11/2013

DEBTOR: GEN STEEL DOMESTIC SALES LLC, CREDITOR: HOGAN HARTSON LLP. AMOUNT: \$132961.4. CASE #D-07CV-002169. DATE: 2/12/2013

DEBTOR: DURANGO VISIONS LLC, CREDITOR: FIRST NATL BK. AMOUNT: \$213132.32. CASE #D-07CV-000178. DATE: 2/13/2013

DEBTOR: DURANGO VISIONS LLC, CREDITOR: FIRST NATL BK. AMOUNT: \$97917.46. CASE #D-07CV-000178. DATE: 2/13/2013

DEBTOR: LISA K RASMUSSEN, CREDITOR: LVNV FUNDING LLC. AMOUNT: \$973.92. CASE #C-10C-005982. DATE: 2/14/2013

Broomfield County

DEBTOR: STEPHEN WENZDEL, CREDITOR: PAESPPROPERTY LLC. AMOUNT: \$0.0. CASE #. DATE: 2/6/2013

DEBTOR: PRODUCTION CONTROL SERVICES IN, CREDITOR: TANDEM SOLUTIONS INC. AMOUNT: \$0.0. CASE #D-2011CV1192. DATE: 2/14/2013

DEBTOR: MICHAEL & SHELLY ZISSIMOS, CREDITOR: PROFESSIONAL RECOVERY LONGMONT. AMOUNT: \$520.31. CASE #C-2012C1215. DATE: 2/15/2013

STATE TAX LIENS

Boulder County

AGENT 24 INC, \$733.88, CASE #3289213, 2/12/2013.

BOULDER PAINT WORKS, \$1115.51, CASE #3289212, 2/12/2013.

COACHMAN RESTAURANT LOUNGE INC, \$1027.86, CASE #3289214, 2/12/2013.

GLOBALSCHOLAR INC, \$14161.36, CASE #3287710, 2/6/2013.

MCKINLEY ELECTRIC INC, \$1968.93, CASE #3289686, 2/13/2013.

SINGLEPOINT TECHNOLOGY CORP, \$1151.72, CASE #3289685, 2/13/2013.

DAVIDWAUGH, \$899.04, CASE #3290172, 2/14/2013.

Broomfield County FAIRWIND PROPERTIES LLC, \$6319.55, CASE #2160, 2/11/2013.

GARRISON EVEREST INC, \$170.36, CASE #1950, 2/6/2013.

OMNI HOTELS MANAGEMENT CORP, \$4443.28, CASE #2341, 2/13/2013.

RELEASE OF STATE TAX LIENS

Boulder County

AXIALENT USA LLC, \$1495.46, CASE #3289215, 2/12/2013.

CENTRALIZED TECHNOLOGIES INC, \$0.0, CASE #3289743, 2/13/2013.

DAKOTA LEGAL SOFTWARE INC, \$2773.2, CASE #3287230, 2/5/2013.

MARGUERITEDOWMOWERY, \$0.0, CASE #3290132, 2/14/2013.

MARGUERITEDOWMOWERY, \$0.0, CASE #3290130, 2/14/2013.

MARGUERITEDOWMOWERY, \$0.0, CASE #3290129, 2/14/2013.

MARGUERITEDOWMOWERY, \$0.0, CASE #3290128, 2/14/2013.

MARGUERITEDOWMOWERY, \$0.0, CASE #3290131, 2/14/2013.

ENTERPRISES STRATEGY GROUP INC, \$244.82, CASE #3287533, 2/5/2013.

FOOTHILLS SPRINKLER SYSTEMS IN, \$1572.48, CASE #3287532, 2/5/2013.

FREEDOM HOME CARE LLC, \$646.1, CASE #3287232, 2/5/2013.

JAMES E SR & PAMELA JGRIFFIN, \$0.0, CASE #3289261, 2/12/2013.

JAMES R SR & PAMELA JGRIFFIN, \$0.0, CASE #3289262, 2/12/2013.

HEARTLAND EXCAVATING INC, \$0.0, CASE #3289742, 2/13/2013.

INSTITUTE FOR HEALTHCARE IMPRO, \$129.0, CASE #3290170, 2/14/2013.

INSTITUTE FOR HEALTHCARE IMPRO, \$1476.85, CASE #3290171, 2/14/2013.

NATL DISABILITY INSTITUTE INC, \$523.53, CASE #3287231, 2/5/2013.

SAXE STRUCTURE CO INC, \$0.0, CASE #3289744, 2/13/2013.

SYNCHRON SYSTEMS INC, \$180.17, CASE #3288107, 2/7/2013.

WIBLUE INC, \$1275.96, CASE

ON THE JOB

ADVERTISING, COMMUNICATIONS
Cambria Pardner joined Boulder-based Catalyst PR-IR, a public relations agency for technology companies, as an account coordinator. Pardner, a Denver native, previously wrote for All Pro Sports & Entertainment, based in Denver, and produced a variety of collateral pieces for the American Judicature Society, headquartered in Des Moines, Iowa.

BANKING, FINANCE

Financial adviser **Colleen Harvey** joined Merrill Lynch, Pierce, Fenner & Smith Inc. in Boulder. Harvey has a bachelor's degree from the University of Notre Dame and a master's degree from Tufts University. She is a member of the CFA Society of Colorado and holds the Chartered Financial Analyst designation.



Harvey

Debby Paris was hired as a mortgage loan officer at First National Bank, 915 Hover St., Longmont.

BIOSCIENCE

John A. Orwin, chief executive of Affymax Inc., joined the board of directors of Boulder-based Array Biopharma Inc. (Nasdaq: ARRY). He previously held leadership roles in marketing, sales, and operations for major pharmaceutical companies including Genentech, Johnson & Johnson, Alza Pharmaceuticals, Rhone-Poulenc Rorer and Schering-Plough Corp.



Orwin

EDUCATION

John Metzger was appointed to the advisory board of the University of Colorado-Boulder's Deming Center for Entrepreneurship at the Leeds School of Business. In 1991, Metzger founded Boulder-based Metzger Associates, a public relations firm that caters to high-tech companies.

ENGINEERING

Bruce Howard, Americas president of government and infrastructure for MWH Global Inc. in Broomfield, was selected to the board of directors of the WaterReuse Research Foundation. The foundation is an educational, non-profit organization that conducts applied research on behalf of the water and wastewater community to advance the science of water reuse, recycling, rec-



Howard

lamation and desalination.

HEALTH CARE

Boulder Valley Women's Health Center based in Boulder elected four members to its board of directors: **Dr. Jon Berman**, Urgent Care physician; **Dr. Nalini Brown**, public health consultant; **Grace Filiss**, La Luna Center; and attorney **Lisa Shoemaker**.

HIGH TECH

Boulder-based FreeWave Technologies Inc. hired **Eric Hewing** as product manager for embedded and serial products. Hewing will be responsible for business growth in several markets. Prior to FreeWave, Hewing worked for Texas Instruments as an engineering and product marketer. Louisville-based Safe Systems Inc., a residen-

tial and business security company, promoted **John Wrzesinski** to vice president at He was SSI's operations manager since 2007. His 30 years of industry experience includes owning and operating a residential security company in the Denver area and working with the Department of Homeland Security to organize a technical support division to support electronic security solutions for all federal facilities in 13 western states.

LAW

Howard O. Bernstein of the Boulder-based law firm Howard O. Bernstein PC, served as the program chairman and moderator for the Colorado Bar Association's inaugural continuing education program on International Commercial Transactions, which took place on March 14 at the Colorado Bar's offices in Denver. He also presented a program on Choosing the Right Entity for Doing Business Abroad.

MANUFACTURING

Craig Heisner was named president of Boulder-based footwear maker Newton Running Co. He will report directly to company co-founder and chief executive Jerry Lee, who has been acting as president. Lee will continue as CEO. Heisner has worked at several sportswear companies, including New Balance Athletic Shoe Inc., Reebok International and Brooks Sports Inc., a subsidiary of Russell Corp. He most recently was vice president for marketing, sales and product merchandising at retail sportswear company Li-Ning Co. Ltd. in China.

NATURAL/ORGANIC

Romeoville, Illinois-based KeHE Distributors Inc. announced staff additions to its new Natural Sales and Marketing headquarters in Boulder. **Scott Silverman**, executive director for the natural and organic division, was founder and president of Boulder-based Scotty's Naturals. **Beata Pabian Klenk** is to start on Monday, March 18, as gluten-free category director; her

experience includes time at Wild Oats markets. **Anne Evanoff**, KeHE's current category director for vitamins, minerals, supplements and personal care, also will move to the Boulder office.

REAL ESTATE



Boyd



Sweeney

Realtor **Chris Sweeney** was retained as managing broker at Pedal to Properties of Boulder LLC, and **Libby Boyd** rejoined the firm as an agent. The full-service firm allows buyers the option to view properties and neighborhoods from cruiser bikes. Sweeney, with 15 years' experience in real estate, joined the firm in 2006 when the company was under different management. Tim Shea purchased Pedal to Properties late last year. Sweeney managed Q's and the Corner Bar at the Hotel Boulderado before entering the real estate field full-time in 2002. Boyd, who previously worked for the company in 2010, also teaches yoga and is an ordained minister.

Deadline to submit items for On the Job is three weeks prior to publication of each bi-weekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301; fax to 303-440-8954; or email to news@bcbr.com with On the Job in the subject line. Photos submitted will not be returned.

FOR THE RECORD

#3288108, 2/7/2013.

WOOD ASSOC LLC, \$882.48, CASE #3287534, 2/5/2013.

Broomfield County COLLEGE BOUND INC, \$1144.06, CASE #2227, 2/12/2013.

COLLEGE BOUND INC, \$2588.52, CASE #2228, 2/12/2013.

COLLEGE BOUND INC, \$849.95, CASE #2229, 2/12/2013.

HNW INC, \$186.9, CASE #1806, 2/4/2013.

WARRANTY DEEDS

Broomfield County
Seller: ARISTA INVESTORS COLORADO II L
Buyer, Buyer's Address: DUANE K & LAURA S EICHELBERGER, 723 N 70TH ST
Address: 11209 COLONY CIR, BROOMFIELD
Price: \$173500
Date Closed: 2/3/2013

Seller: ARISTA INVESTORS COLORADO II L
Buyer, Buyer's Address: RAJAN, 4923 GREY WOLF PL
Address: 11202 COLONY CIR, BROOMFIELD
Price: \$225000
Date Closed: 2/3/2013

Seller: ROBERT M & BARBARA J MIDDLETON
Buyer, Buyer's Address: KAY REIFF BISSONETTE TRUST, 16702 PO BOX 255
Address: 16702 ANTERO ST, BROOMFIELD
Price: \$325900
Date Closed: 2/3/2013

Seller: BRIAN J & KAYLA N CANADY
Buyer, Buyer's Address: MARCOS & JOHANNAH TRUJILLO, 2883 GEMINI LOOP
Address: 2883 GEMINI LOOP, BROOMFIELD
Price: \$430000
Date Closed: 2/4/2013

Seller: MARCOS M & JOHANNAH L TRUJILLO

Buyer, Buyer's Address: ANGELA C & JOSEPH E GRASSO, 7234 OPTIMARA DR
Address: 2853 TRINITY LOOP, BROOMFIELD
Price: \$366000
Date Closed: 2/4/2013

Seller: SHERYL A SOMRAK LIVING TRUST
Buyer, Buyer's Address: RICKIE E MEIS, 3308 W 114TH PL
Address: 4952 KIT CARSON DR, BROOMFIELD
Price: \$440000
Date Closed: 2/4/2013

Seller: WILBURN EUGENE WILSON TRUST
Buyer, Buyer's Address: WILBURN EUGENE & MARY K WILSON, 12970 KNIGHT CT
Address: 845 NICKEL ST, BROOMFIELD
Price: \$
Date Closed: 2/4/2013

Seller: WILBURN EUGENE & MARY K WILSON
Buyer, Buyer's Address: WILBURN EUGENE WILSON TRUST, 12970 KNIGHT CT
Address: 845 NICKEL ST, BROOMFIELD
Price: \$
Date Closed: 2/4/2013

Seller: KELLY J TRUSKIN
Buyer, Buyer's Address: NING ZHOU, 2525 OUTLOOK TRL
Address: 2525 OUTLOOK TRL, BROOMFIELD
Price: \$480000
Date Closed: 2/5/2013

Seller: TIMOTHY D & SANDRA T RUCKER
Buyer, Buyer's Address: SUE A KELLY, 270 BERYL WAY
Address: 270 BERYL WAY, BROOMFIELD
Price: \$204800
Date Closed: 2/5/2013

Seller: IGOR & ANNA CHURIN
Buyer, Buyer's Address: ALEX & DINELLE CHURIN, 3241 W 10TH AVENUE PL
Address: 3241 W 10TH AVENUE PL,

BROOMFIELD
Price: \$299200
Date Closed: 2/5/2013

Seller: ERIC A & KAROL K JONES
Buyer, Buyer's Address: DAVID RYAN & CIANA MARIE CHAVEZ COSTNER, 3777 SHEFIELD DR
Address: 3777 SHEFIELD DR, BROOMFIELD
Price: \$215000
Date Closed: 2/6/2013

Seller: FEDERAL HOME LOAN MORTGAGE COR
Buyer, Buyer's Address: 777 RESIDENTIAL TRUST, 4800 BASELINE RD # 296
Address: 1734 DEXTER ST, BROOMFIELD
Price: \$120000
Date Closed: 2/6/2013

Seller: DAVID W & JACQUELYN M WILBERT
Buyer, Buyer's Address: ADAM T & PAMELA A BRINCKERHOFF, 14390 ERIN CT
Address: 14390 ERIN CT, BROOMFIELD
Price: \$290000
Date Closed: 2/6/2013

Seller: FOUREF LLC
Buyer, Buyer's Address: JON BRYSON, 1153 OAKHURST DR
Address: 1153 OAKHURST DR, BROOMFIELD
Price: \$558000
Date Closed: 2/7/2013

Seller: BACKES FAMILY TRUST
Buyer, Buyer's Address: ANDREW R GREGORY, 1197 CLUBHOUSE DR
Address: 1197 CLUBHOUSE DR, BROOMFIELD
Price: \$385000
Date Closed: 2/7/2013

Seller: AUDREY J & ROBERT E LANDAHL
Buyer, Buyer's Address: RONALD LEWIS WILDE, 12565 SHERIDAN BLVD APT 112
Address: 12565 SHERIDAN BLVD APT 112, BROOMFIELD
Price: \$134000
Date Closed: 2/7/2013

Seller: JPMORGAN CHASE BK

Buyer, Buyer's Address: HUD, 1790 W 6TH AVE
Address: 1790 W 6TH AVE, BROOMFIELD
Price: \$
Date Closed: 2/7/2013

Seller: T L STAUFFER CONSTRUCTION CO
Buyer, Buyer's Address: ANDREW T & COCO R L NEVADOMSKI, 15102 PRAIRIE PL
Address: 15102 PRAIRIE PL, BROOMFIELD
Price: \$199000
Date Closed: 2/3/2013

Seller: LORI & CARL ZIEGLER
Buyer, Buyer's Address: CHRISTOPHER T STONE, 14173 WHITNEY CIR
Address: 14173 WHITNEY CIR, BROOMFIELD
Price: \$475000
Date Closed: 2/10/2013

Seller: 2011 FARRAND DE FARIA LIVING T
Buyer, Buyer's Address: AGATE LLC, 1660 S PITKIN AVE
Address: 205 AGATE WAY, BROOMFIELD
Price: \$
Date Closed: 2/11/2013

Seller: 2011 FARRAND DE FARIA LIVING T
Buyer, Buyer's Address: 1702 DOVER LLC, 1660 S PITKIN AVE
Address: 1702 DOVER ST, BROOMFIELD
Price: \$
Date Closed: 2/11/2013

Seller: LUCAS I SARDENBERG
Buyer, Buyer's Address: MICHAELA B REDDY, 1152 NORTHMOOR DR
Address: 1152 NORTHMOOR DR, BROOMFIELD
Price: \$343000
Date Closed: 2/11/2013

Seller: SPRUCE MEADOWS DEVELOPMENT LTD
Buyer, Buyer's Address: WILLIAM K & TERRY A KERWIN, 2523 W 108TH AVE
Address: 15398 SPRUCE ST, BROOMFIELD
Price: \$200000

Date Closed: 2/11/2013
Seller: JPMORGAN CHASE BANK NATIONAL A
Buyer, Buyer's Address: FEDERAL NATIONAL MORTGAGE ASSO, MULT PROP
Address: 3031 W 133RD AVE, BROOMFIELD
Price: \$
Date Closed: 2/12/2013

Seller: EINSTEIN REALTY AND INVESTMENT
Buyer, Buyer's Address: CONNIE & JOHN R ALBRIGHT, 700 LOTUS WAY
Address: 700 LOTUS WAY, BROOMFIELD
Price: \$262000
Date Closed: 2/12/2013

Seller: BROOMFIELD CARAPACE LLC
Buyer, Buyer's Address: JOHN E & JENNIE P EWALT, 13182 MISTY CT
Address: 13182 MISTY CT, BROOMFIELD
Price: \$353600
Date Closed: 2/12/2013

Seller: 15549 ZUNI STREET LLC
Buyer, Buyer's Address: NICHOLAS R & ANGELA S HAYS, 1869 E 144TH DR
Address: 2465 RED HAWK PL, BROOMFIELD
Price: \$
Date Closed: 2/12/2013

Seller: HUD
Buyer, Buyer's Address: NATHANIEL CLINTON & K MOLLER, 4283 BRANDON AVE
Address: 4283 BRANDON AVE, BROOMFIELD
Price: \$
Date Closed: 2/12/2013

Seller: EMPIRE HOLDINGS
Buyer, Buyer's Address: ROBERT J & MELIZA A DEVERA, 905 W MIDWAY BLVD
Address: 905 W MIDWAY BLVD, BROOMFIELD
Price: \$263000
Date Closed: 2/12/2013

Seller: PULTE HOME CORP
Buyer, Buyer's Address: JOHN F & HELEN KACZMARSKI, 21131 WIND-

SOR LAKE WAY
Address: 4832 LITTLE BEAR PL, BROOMFIELD
Price: \$382900
Date Closed: 2/13/2013

Seller: SPRUCE MEADOWS DEVELOPMENT LTD
Buyer, Buyer's Address: THOMAS C & KRISTINA A COLE, 1060 HUNTINGTON TRAILS PKWY
Address: 15477 MOUNTAIN VIEW CIR, BROOMFIELD
Price: \$250000
Date Closed: 2/13/2013

Seller: RICHMOND AMERICAN HOMES COLORA
Buyer, Buyer's Address: BRADLEY & MARISA PARKER REDMOND, 3492 HARVARD PL
Address: 3492 HARVARD PL, BROOMFIELD
Price: \$469700
Date Closed: 2/14/2013

Seller: FEDERAL HOME LOAN MORTGAGE COR
Buyer, Buyer's Address: 2011 FARRAND DE FARIA LIVING T, 1660 S PITKIN AVE
Address: 285 IRIS ST, BROOMFIELD
Price: \$187000
Date Closed: 2/14/2013

Seller: CHRIS & DEBORAH PETERS-EN
Buyer, Buyer's Address: ROBERT T NIELSON, 52 RUTH RD
Address: 52 RUTH RD, BROOMFIELD
Price: \$204500
Date Closed: 2/14/2013

Seller: JONATHAN LOETTERLE
Buyer, Buyer's Address: MICHAEL PATRICK LAFFERTY, 3130 S PRINCESS CIR
Address: 3130 S PRINCESS CIR, BROOMFIELD
Price: \$212000
Date Closed: 2/14/2013

Seller: JACOB L DARFLER
Buyer, Buyer's Address: RYAN D CHESNUT, 175 HEMLOCK ST
Address: 175 HEMLOCK ST, BROOMFIELD
Price: \$222500

BUSINESS DIGEST

OPENINGS

America's Best Contacts & Eyeglasses Inc. opened a shop in the Harvest Junction Shopping Center in southeast Longmont. The Lawrenceville, Georgia-based company offers eye exams, contact lenses and a selection of more than 1,500 frames, according to a company press release. Eye exams are conducted by Doctor's Exchange of Colorado PC. Hours of the store at 205 Ken Pratt Blvd. are Monday through Friday 9 a.m. to 7 p.m. and Saturday 9 a.m. to 6 p.m. Phone is 303-532-3056. America's Best has 350 stores nationwide. The store at Harvest Junction is the company's 10th in Colorado.

NAME CHANGES

TRU Community Care on March 1 became the new name of Lafayette-based HospiceCare of Boulder and Broomfield Counties. Its previous names were Hospice of Boulder County and Boulder County Hospice. TRU is an acronym for Trusted, Responsive and Unparalleled.

BRIEFS

Broomfield-based **Arca Biopharma Inc.** (Nasdaq: ABIO) completed a reverse stock split to raise its per-share trading price and regain compliance with Nasdaq stock market rules, the company said March 5. The 6-1 reverse split became effective at the close of trading at 3:01 p.m. March 4. The transaction reduced the number of outstanding shares from about 19.1 million to about 3.2 million. Arca's common stock must have a minimum closing bid price of \$1 per share for a minimum of 10 consecutive trading days prior to April 9, to meet Nasdaq compliance rules. In October, three executives of Arca Biopharma and an investor bought company stock to raise about \$325,000 in a private placement in a similar push to keep the minimum closing bid price above \$1.

The demand for workers to fill high-paying, high-skilled tech jobs is growing as quickly in the Boulder-Denver-Colorado Springs region as it is in tech hubs such as Silicon Valley and Seattle, according to a report by **South Mountain Economics LLC**, a firm based in New York and Washington, D.C. The report measured demand by looking at the number of job listings posted by tech companies in the fourth quarter of 2012 and compared it with the same quarter in the prior year. The report found the number of help-wanted ads for computer software engineers grew 38 percent in the Boulder-Denver-Colorado Springs region.

Boulder-based SparkFun Electronics LLC wants to book electronics workshops at schools, libraries and other venues in all 50 states. Students and teachers can learn how to solder, build circuits and program electronic devices at the workshops. SparkFun charges \$1,500 for each workshop on its first 50 stops on the tour and \$2,500 for each workshop stop after that. Each workshop includes learning kits and support materials for up to 40 students and three instructors.. To sign up for a mobile workshop, or to learn more about the program,

visit <https://learn.sparkfun.com/tour>.

The first three administrative patent judges assigned to the new **United States Patent and Trademark office** in Colorado began their first day on the job March 4. The judges will work out of the temporary space in Lakewood until renovations at the Byron G. Rogers Federal Building at 1961 Stout St. in Denver are completed. The temporary U.S. patent office in Lakewood is in the Denver Federal Center, West 6th Avenue and Kipling Street. The temporary office does not have a general phone number yet. For immediate inquiries, people with questions for the patent office may call the national office at 1-800-786-9199.

The U.S. Supreme Court ruled that a class-action lawsuit can go forward against **Amgen Inc.** The suit alleges that the biotech company downplayed safety concerns about two anemia drugs. Thousand Oaks, California,-based Amgen (Nasdaq: AMGN) makes one of the anemia drugs — Epogen — at its plant in Longmont. The lawsuit brought by a Connecticut pension fund alleges that Amgen repeatedly reassured investors about the safety of Epogen and the anemia drug Aranesp, even as clinical data showed that the drug might be harmful to cancer patients. Aranesp is made in Puerto Rico.

The **city of Boulder's** sales- and use-tax collections increased 12.9 percent in January, pushing total 2012 tax revenue 3.9 percent higher than 2011 tax revenue. Boulder collected \$11,445,723 in January, compared with \$10,131,897 in January 2011. The collection in January represents sales made in December. For the year, Boulder collected \$96,106,966 in sales- and use-tax. In 2011, the city collected \$92,438,731. Retail sales-tax collections were up 14.5 percent in January, compared with the same month last year. For the year, business/consumer use-tax collection was up 2.3 percent over the year before, according to the report.

The **city of Longmont's** sales- and use-tax collections increased 7.9 percent in January, compared with the same period a year ago. Longmont collected \$5,471,457 in January, compared with \$5,318,866 in January 2011. The collection in January represents sales made in December. The sales-tax component of collections increased by 2.6 percent from the same month the year before, and the use-tax component increased by 27.5 percent. Total sales- and use-tax collections for 2012 increased 4.5 percent compared with 2011. Automotive and food categories gained for the year, compared to 2011. Automotive sales-tax revenue was up 7.8 percent; food sales tax was up 7.9 percent. General sales tax was down 1.9 percent, and utilities sales-tax revenue decreased 0.8 percent for the year, compared to 2011. Use-tax revenue was up 79.1 percent for lumber, 29.7 percent for manufacturing and 12.4 percent for vehicles, compared to 2011. City lodging tax revenue increased 10.2 percent for the year, with \$283,947 collected in 2012 compared with \$257,566 col-

lected in 2011.

Korea National University of Education in South Korea has achieved Bose-Einstein Condensate using Boulder based **ColdQuanta Inc.'s** RuBECi atom chip cell. Within four months of acquiring the cell from ColdQuanta, student Hoon Yu achieved his thesis goal and produced BEC. Hoon will continue his research in cold and ultracold matter in a post-doctoral position at JILA, a joint institute between the University of Colorado-Boulder and the National Institute of Standards and Technology.

NASCAR Productions has selected a Spectra T-Finity tape library made by Boulder-based **Spectra Logic Corp.** to archive 180,000 hours of high-resolution video footage. The tape library will manage and store NASCAR's historical broadcast data, including events, television programs, movies, commercials and other data sets. NASCAR's video footage previously was archived on a Spectra T950 tape library, enabling a transition to a higher-capacity T-Finity library using Spectra's TranScale feature, which protects prior investments and allows users to seamlessly transform and scale an existing tape library.

The **Colorado Institute for Drug, Device and Diagnostic Development, or CID4**, a 501 (c) 3 nonprofit organization, selected Aurora-based **AktiVax Inc.** to receive funding and management assistance. CID4 syndicated the investment with Boulder-based venture capital firm **High Country Venture**. AktiVax is a development-stage medical device company, advancing development of its proprietary prefillable drug delivery devices for pharmaceutical markets. AktiVax is a tenant of the Bioscience Park Center at Fitzsimons which is also home to CID4.

EARNINGS

Broomfield-based Vail Resorts Inc. reported net profit of \$60.5 million in the most recent quarter, a rise of 30.5 percent over the same period the year before. The ski operator (NYSE: MTN) said the quarterly net profit translated into \$1.65 per share for investors for the most recent quarter ended Jan. 31, compared with a \$46.4 million net profit, or \$1.27 per share for the same period a year earlier. Total net revenue for the quarter was \$422.5 million, a 13.2 percent increase from the \$373.3 million reported for the same quarter a year earlier.

Boulder-based **Clovis Oncology Inc.** (Nasdaq: CLVS) reported a net loss of \$21 million for the fourth quarter, following a “disappointing outcome” for a key pancreatic cancer drug study in November. Clovis reported a net loss of \$74 million in 2012. That compared to a net loss of \$14.9 million for the fourth quarter of 2011 and a loss of \$55.6 million for all of 2011.

Niwot-based **Boulder Brands Inc.** (Nasdaq: BDBD) reported profit of \$49.5 million in fourth quarter 2012, an increase of 36.1 percent from the same period a year earlier. Boulder Brands sells gluten-free and natural food s through the brands of Udi's, Glutino and Earth Balance.

Profit was \$36.4 million in the fourth quarter of 2011. Revenue for the fourth quarter was \$113 million, a 34.7 percent increase from revenue of \$83.9 million for the same quarter in 2011.

Longmont-based **DigitalGlobe Inc.** (NYSE: DGI) reported a net profit of \$17.1 million in fourth quarter 2012, driven in large part by a government contract with the National Geospatial Intelligence Agency. For all of 2012, DigitalGlobe reported a net profit of \$39 million. The 2012 company profits compared positively with a net loss of \$27 million in fourth quarter 2011 and a net loss of 28.1 million for that year. Fourth-quarter 2012 revenue was \$125.4 million, and full-year 2012 revenue was \$421.4 million.

CONTRACTS

Boulder-based **Campus Publishers** added the University of Montana to its family of approximately 40 Official University Visitor Guides. The guide will reach 40,000 members of the UMT community. The company publishes the University of Colorado and University of Northern Colorado guides.

Koglin Group LLC's Point of Sales department in Louisville will team with **NCR Corp.** to install electrical and data services in 36 Wendy's restaurants in Tampa, Florida.

Boulder-based **MiRagen Therapeutics Inc.** signed a license agreement with University of Glasgow and the University of Cambridge in the United Kingdom to develop a drug treatment for pulmonary arterial hypertension. Financial terms of the deal were not disclosed. Pulmonary arterial hypertension is abnormally high-blood pressure in the arteries of the lungs, which is life-threatening.

TDA Boulder was selected as the creative agency for **The Chill Foundation**, a charitable nonprofit established by privately held Burton Snowboards. An undisclosed budget will support online and print advertising. Chill, based in Burlington, Vermont, brings at-risk and underserved children from cities across North America, Japan and Austria to the slopes to build life skills and self-esteem through snowboarding.

SERVICES

Spirit Airlines Inc., which made its Colorado debut in May, will add daily nonstop service between Denver and Houston beginning June 13. The same plane will continue to, and originate from, Orlando, Florida. A daily flight will leave DIA at 9 a.m. and arrive at Houston's George Bush Intercontinental Airport (IAH) at 12:19 p.m. Central time. The return flight will leave Houston at 5:45 p.m. Central time and arrive in Denver at 7:08 p.m.

Deadline to submit items for Business Digest is three weeks prior to publication of each bi-weekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338; fax to 303-440-8954; or email to news@bcbcr.com with Business Digest in the subject line. Photos submitted will not be returned.

PRODUCT UPDATE

Boulder-based **TeamSnap Inc.,** a mobile and web service for managing ongoing activities, launched a Spanish iOS app. Spanish-speaking coaches, players, team managers and parents can use the app for managing their youth sports teams or group activities. TeamSnap will be enhancing its web application for Spanish access and will add additional languages in its mobile apps in the future.

Boulder-based **JNBridge LLC**, a provider of interoperability tools that connect the Java and .NET frameworks on the ground and in the cloud, released JNBridgePro 7.0, with support for Mono, the open-source implementation of Microsoft's .NET framework. It allows develop-

ers to create applications that integrate Java and .NET components and deploy them on Linux or Windows machines; the .NET-side no longer is restricted to just Windows.

Olomomo Nut Co., a Boulder-based producer of all-natural, gluten-free, artisan-roasted nuts, launched recyclable point-of-purchase display cases. The nuts are available in 1.5-ounce single-serving packets and larger 4-ounce, four-serving bags.

Boulder-based **Spectralink Corp.,** a provider of wireless solutions for the workplace, launched the Spectralink Staff Safety Solution, developed to help solve the issue of safety in

the workplace for nurses and other health-care professionals. The product integrates into the hospital's existing mobile communications infrastructure and detects a variety of situations that may indicate that a nurse is in danger or in need of assistance — ranging from a user-initiated call for help to automatic alarms and notifications when a nurse has fallen, is running or incapacitated in some way.

Longmont-based **Madhava Honey Ltd.,** doing business as Madhava Natural Sweeteners, has received organic certification from the U.S. Food and Drug Administration for a line of organic honeys, and pancake and coffee syrups. Workers went to the wildflower fields of

Brazil to find the land needed to accommodate the three- to five-mile radius that bees travel and to earn the organic certification for the new products. The new products include basic honey; raw honey, which is unfiltered; and whipped honey, which is easier to spread and is also available in a cinnamon flavor. New organic pancake syrup products come in maple-agave, maple-cinnamon and blueberry flavors. New organic coffee syrup flavors are French vanilla, hazelnut and salted caramel. In honor of its 40th anniversary, Madhava will donate 10 cents to nonprofit groups working to save bees for each organic honey product sold. Madhava kicked off the new Sweet Earth Project with a \$40,000 contribution.

CALENDAR

MARCH
18 A **Career Support Group** will be held at 6 p.m. Monday, March 18, at the YWCA of Boulder County, 2222 14th St., Boulder. The group will hear job-market research and learn job-search techniques, led by YWCA Career Services Manager Gordon Gray and career counselor Kate Pennella, director of administration for the Gestalt Institute of the Rockies. Register at 303-443-0419 or ywc-aboulder.org.

23 The **Lafayette Urban Renewal Authority** is gathering citizens' opinions on how the city's downtown should be revitalized. The second in the series of "Coffee with Urban Renewal" sessions, each attended by two LURA commissioners, will be held from 9:30 to 11 a.m. Saturday, March 23, at Mojo Coffeehouse, 211 N. Public Road, Lafayette. More information about the Downtown Vision is online at cityoflafayette.com/visionprogress.

25 A **Career Support Group** will be held at 6 p.m. Monday, March 25, at the YWCA of Boulder County, 2222 14th St., Boulder. The group will hear job-market research and learn job-search techniques, led by YWCA Career Services Manager Gordon Gray and career counselor Kate Pennella, director of administration for the Gestalt Institute of the

Rockies. Register at 303-443-0419 or ywc-aboulder.org.

APRIL
4 The **Boulder Chamber's Celebration of Leadership** will be held from 5:30 to 8 p.m. Thursday, April 4, at the Millennium Harvest House Hotel, 1345 28th St., Boulder. Innovative executives who shape the community will be honored. Tickets \$95 for Chamber members and \$135 for others. More information at 303-442-1044 or boulderchamber.com.

6 The **Lafayette Urban Renewal Authority** is gathering citizens' opinions on how the city's downtown should be revitalized. The third in the series of "Coffee with Urban Renewal" sessions, each attended by two LURA commissioners, will be held from 10 to 11 a.m. Saturday, April 6, at Eats & Sweets, 401 S. Public Road, Lafayette. More information about the Downtown Vision is online at cityoflafayette.com/visionprogress.

22 The **2012 Heart of Broomfield Awards and Grants Celebration**, sponsored by the Broomfield Community Foundation, Broomfield Enterprise, Kaiser Permanente and Omni Interlocken Resort, will be held from 5:30 to 7:30 p.m. Monday, April 22, at the resort, 500 Interlocken Blvd., Broomfield. Tickets are \$40 per person, \$30 for those 60

and older, or \$1,000 for a corporate-sponsored table of 10. More information at 303-469-7208, broomfieldfoundation.org or Broomfield Community Foundation, P.O. Box 2040, Broomfield, CO 80038. If registering by mail, please include names of those attending.

24 The **Boulder County Business Hall of Fame** will present its class of 2013 at an awards luncheon Wednesday, April 24, at the Plaza Conference Center, 1850 Industrial Circle, Longmont. The Hall of Fame honors individuals who have been instrumental, through business-related efforts, in providing direction, energy and support to the shaping of Boulder County. Tickets are \$55 each and can be purchased online at www.halloffamebiz.com. To become a sponsor of the 2013 Boulder County Business Hall of Fame program, contact Chris Wood at 303-630-1942, email cwood@bcbcr.com, or Kevin Loewen at 303-630-1945, email kloewen@bcbcr.com.

Deadline for Calendar items is three weeks prior to publication. The weekly events calendar alternates with the monthly events calendars; each appears once every other issue. Mail Calendar items to Calendar, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338 or news@bcbcr.com with Calendar as subject.

AWARDS

Broomfield-based **eSoft Inc.** won SC Magazine's "Best Buy" designation for the second consecutive year. Competing in the magazine's Unified Threat Management group test, eSoft's InstaGate 604 network security product received the highest possible score with an overall 5-star rating in each of six categories: Features, Ease of Use, Performance, Documentation, Support and Value for the Money.

Cyndra Dietz, schools coordinator for Eco-Cycle Inc., received the Enos Mills Lifetime Achievement Award from the Colorado Alliance for Environmental Education on March 2. The annual award is given to an outstanding individual for long-term accomplishments in environmental education. Dietz was honored for her 33-year commitment to environmental education in Boulder County, including service since 1990 with Eco-Cycle's Boulder/Broomfield County School Recycling and Environmental Education Program.

Boulder-based **Sierra Designs'** Flash 2 tent received a 2013 Backpacker Magazine Editors' Choice Award in recognition of the tent's design, performance, and ventilation. The tent is impressed editors with its quick set up and comfortable living space. The Flash 2 uses Sierra Designs' exofusion technology, which combines an external pole configuration with an integrated rain fly to cut weight, speed set up, enhance ventilation, and increase interior space.

NONPROFIT NETWORK

BRIEFS
Longmont-based **First Nations Development Institute** won Charity Navigator's 4-star rating, up from its previous 3-star designation, for sound fiscal management and commitment to accountability and transparency. For more than 30 years, First Nations has been working to restore Native Americans' control and culturally compatible stewardship of the assets they own and to establish new assets for ensuring the long-term vitality of their communities.

Boulder-based **Growing Gardens** is offering gardening classes for beginners this spring for the sixth straight year. Growing Gardens will hold two introductory organic-gardening classes. Introduction to Gardening I focuses on crop selection, companion planting, soil preparation, seed starting and transplanting. Introduction

to Gardening II stresses soil fertility and helps gardeners incorporate healthy soil techniques into their gardens. Participants also learn to make and use compost and compost tea, and the importance of cover crops to improve soil health, garden productivity and efficiency. Introduction to Gardening I will be held from 9 to 11:30 a.m., Saturday, March 16, and Introduction to Gardening II will be held from 9 to 11:30 a.m. Saturday, April 6. Each class costs \$35 and meets at Growing Garden's Greenhouse, 1630 Hawthorne Ave., Boulder. For more information, contact Annie Sweeney at 303-443-9952, extension 2, or annie@growinggardens.org.

FUNDRAISERS
13th Annual Canine Classic 5K Run/Walk will begin at 9 a.m., Sunday, April 14, at Boulder Reservoir, 5565 51st St., Boulder. Some

proceeds will benefit Moving to End Sexual Assault, a nonprofit. Cost to enter ranges from \$18 to \$38, with group rates available. Register online at <http://canineclassic.eventbrite.com/?ref=ecount#>.

GOOD DEEDS
After 19 years sporting a polar bear as its unofficial mascot, **Polar Bottle** — made by Boulder-based **Product Architects LLC** — is honoring its relationship to the endangered species by committing to help protect it. In conjunction with International Polar Bear Day, Polar Bottle launched a Polar Bears International Benefit Bottle, the latest addition to the company's line of benefit bottles supporting local, national and international nonprofits. The bottle will be sold exclusively online at polarbottle.com. For every \$14.99 24-ounce bottle sold, Polar Bottle will

donate \$5 to Bozeman, Montana-based Polar Bears International's research, education and advocacy efforts.

The **Ball Foundation**, the philanthropic arm of Broomfield-based Ball Corp. (NYSE:BLL), committed \$100,000 to the American Red Cross Disaster Relief fund for 2013.

The **Boulder Knights of Columbus Council 1183** presented checks for \$1,050 each to Imagine!'s Dayspring department and Carmel, both of which provide support to people with developmental disabilities and delays. Council 1183 has donated a total of \$14,912.23 to Imagine! from funds raised by its annual Tootsie Roll Drive. Knights of Columbus chapters in Boulder, Lafayette, Louisville and Longmont donated \$47,416.04 to Imagine! during the past decade.

HUMMUS from 3A

the year-and-a-half mark, except we had shelf-life issues," Villanueva said.

Hope Foods researched innovative ways to extend shelf life, and high-pressure processing looked to be the solution.

Hope Foods' plan is to add enough lines to the Louisville facility so it can provide high-pressure processing to other food producers, which would open up a potentially lucrative revenue stream for the company, Villanueva said.

"Everybody who has a natural product struggles with the same thing," he said.

The company has about 50 employees, with about a dozen in Boulder and eight or nine in its manufacturing facility in Denver.

Along with the way it's made and the unique flavors, Hope Hummus brands itself as a product with superior taste, ingredients and texture when compared with the mass-produced, paste-like hummus brands on the market, Villanueva said.

When the company launched about two years ago, there didn't seem to be any products that were direct competition.

“We saw that there was a hole in the market. There were a lot of hummuses, but there were no organic, vegan products. This is a spot we could get in, and the initial investments weren’t extremely high, so we jumped into it.”

Stephen Villanueva
MARKETING MANAGER,
HOPE FOODS LLC

"We saw that there was a hole in the market. There were a lot of hummuses, but there were no organic, vegan products," Villanueva said. "This is a spot we could get in, and the initial investments weren't extremely high, so we jumped into it."

Villanueva said the niche Hope Foods is trying to capture with

its new products is for pre-dinner entertainment foods, which are the items customers would put out before dinner parties.

Since its launch about two years ago, Hope Hummus has been picked up by Whole Foods Markets and Natural Grocers by Vitamin Cottage. The brand is for sale in mountain and southwestern states and parts of California.

Hope Foods is pushing into new markets and is in the process of negotiating a distribution deal with a large national grocery chain, which Villanueva declined to name. Hope's products should be on that chain's shelves this spring, he said.

Hope Foods has ambitious plans to extend beyond hummus and the region. It is in the process of rolling out new lines of crackers, dips, spreads and "infused products" which could add alcohol and fresh fruit to products. It also recently acquired a company in the Midwest that makes lentil dips.

The goal is to eventually be a nationally known player in the market niche, Villanueva said.

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BOULDER COUNTY BUSINESS REPORT

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Toll Brothers buying lots in Anthem Ranch

BROOMFIELD — Toll Brothers Inc., a national builder of luxury homes, paid about \$4.7 million for 40 lots in the Anthem Ranch development in Broomfield, according to a special warranty deed filed with the Broomfield Recorder's Office.

The 40 lots mark the first phase of its work in the north Broomfield residential development. The company announced March 7 it has committed to purchase 387 lots in Anthem Ranch, an "active-adult" residential development.

The initial takedown of finished and unfinished lots will be the first of several Toll Brothers makes as it builds out its portion of the development, according to Jeff Handlin, founder and manager of Oread Capital & Development. Oread Capital and Wheelock Street Capital owned the property.

Handlin declined to discuss specifics of the deal, but said the land includes finished and unfinished lots and land in Anthem's Filing 22 that has yet to be platted.



REAL ESTATE
Michael Davidson

Based in Horsham, Pennsylvania, Toll Brothers (NYSE: TOL) has created 50 active-adult communities in 10 states since 1999, a release from the company said.

Wheelock Street Capital and Oread Capital & Development acquired the Anthem Colorado property in December 2011 from Pulte Homes for a reported \$28 million.

Oread Capital & Development is a Denver-based private real estate development and management company. Wheelock Street Capital is based in Greenwich, Connecticut, and Boston.

Oread and Wheelock already have sold off subdivisions to homebuilders including Richmond American, Ryland Homes and Standard Pacific. Handlin said the developers likely will sell off parts of the Anthem development to builders during the next seven to nine years, depending on market conditions.

Toll Brothers' neighborhoods will be branded "Anthem Ranch by Toll Brothers," and homes will range from 1,500 to 3,000 square feet with base home prices from the low \$300,000s to the upper \$400,000s. Toll Brothers expects to begin sales in May, with the opening of its model home park scheduled for January.

Pulte planned and started the 1,777-acre community near the

China Gourmet No. 2

Nora Fan to open Chinese restaurant in Longmont



DOUG STORUM

N & J Fan's Real Estate LLC is building a 7,000-square-foot building on 1.24 acres at 1345 Dry Creek Drive in the Longmont Business Center. The building will house China Gourmet No. 2 in 4,114 square feet of the building, and the remaining space will house a nail and hair salon, both owned by Nora Fan. The restaurant is expected to open in September. Fan also owns the China Gourmet restaurant at 3970 Broadway in North Boulder.

intersection of Lowell Boulevard and Colorado Highway 7 in 2006. As many as 3,500 homes can be built in Anthem Ranch and Anthem Highlands, an adjoining community that is not age restricted. Nearly 1,400 homes have been built so far, and the development is expected to be built out within six to 10 years, according to the release.

BLOW DRIED: Aerodry Systems LLC, a Broomfield-based company that makes giant blow dryers used at car washes, has received approval to build a 9,600-square-foot industrial building at 7705 W. 120th Ave. The company currently is located at 165 Alter St.

Aerodry was founded in 2002 by Darryl and Cheryl Dobie, who in the late 1980s owned and ran car washes in Texas, according to a company history on its website. Aerodry's selling point is that it manufactures high-performing "touchless" dryers that are designed to be quieter than other systems.

BOULDER

RETAIL ROULETTE: Trendy European clothing retailer H&M plans to open an 18,400-square-

foot location at the Twenty Ninth Street shopping area this fall, one of several new store announcements and moves in the business district.

Sweden-based Hennes & Mauritz AB is expected to move into space on the west side of the shopping area in the former MontBell and Lucy stores as well as in the shuttered Gymboree and The Territory Ahead stores, said Kate Honea, senior marketing manager at Twenty Ninth Street. No specific date was set for the H&M opening.

The Boulder H&M store would be its fourth in Colorado.

The women's activewear store Lucy will move into a temporary space near Macy's on the north end of the shopping district, Honea said. Later in the year, Lucy will relocate to 2,570 square feet of space in what is now the Coldwater Creek clothing store on the east side of Twenty Ninth Street, Honea said.

At the same time, Coldwater Creek is closing, Honea said. Madewell, a concept store of the J. Crew catalog, plans to move into a separate 3,187-square-foot store in the former, remodeled Coldwater Creek space once that work is

complete, Honea said. No tenant has been announced yet for a third 1,499-square-foot space coming out of the remodeled Coldwater Creek space.

A Charming Charlie women's accessories store will take 5,900 square feet at the former AI Sushi location at Canyon Boulevard and 29th Street later in the year. A Five Guys Burgers and Fries restaurant will open in 2,785 square feet in the former Islands Burger location at 1855 29th St., Suite 1152, Honea said without giving timing details.

"We're definitely moving forward. There's great activity here, and it will be a good year for us," Honea said.

In addition, a new 14,000-square-foot Trader Joe's grocery store is slated to open nearby in October at 1906 28th St., the site of the former Applebee's restaurant, Honea said.

LOUISVILLE

CBRE LISTS CONOCO SITE: International commercial real estate firm CBRE Inc. has the listing to sell the 432-acre property in Louisville that, until last year, was going to become a training and

► See **Real Estate**, 29A

REAL ESTATE from 28A

research center for ConocoPhillips. The property formerly was owned by Storage Technology Corp. and Sun Microsystems Inc. before being sold to ConocoPhillips (NYSE: COP) in 2008 for \$55.6 million. ConocoPhillips subsequently spun off Phillips 66 (NYSE: PSX) into an independent company, which inherited the project. In 2012, Phillips 66 paid Conoco \$38.1 million as part of the split of assets, according to Boulder County property records.

CBRE’s team on the project includes senior vice president Frank Kelley, who has extensive industrial and office listings in the U.S. Highway 36 corridor. First vice presidents Martin Roth and Eric Roth, who focus on land sales, also are on the team. The three brokers are based in CBRE’s office in Greenwood Village.

Sanford Criner, executive vice president for global corporate services, also is on the team, according to a release sent by CBRE. Criner works out of CBRE’s Houston office, according to its website. Houston is the home of Phillips 66’s headquarters.

CBRE (NYSE: CBG) is headquartered in Los Angeles.

NIWOT
TRIPLE CROWN: A Denver-

Highest-Priced Home Sales in Boulder County			
January 2013			
Sale Price	Buyer	Address	City
\$1,875,000	Terrence R. and Brenda P. Nedbalski	8957 Mountain View Lane, Boulder	
\$1,735,000	David L. and Gale M. Kunkel	255 Brookside Court, Boulder	
\$1,500,000	Sarah E. and James A. Young	6775 Ute Highway, Longmont	
\$1,400,000	Xiao Bin Leng	1088 White Hawk Ranch Drive, Boulder	
\$1,389,000	William James and Leslie D. Simpson	1055 8th St., Boulder	
\$1,387,500	Richard Scott and Phyllis Savage	2400 Agate Road, Boulder	
\$1,315,000	Andrew Richard and Erin Fulkerson Robbins	4888 5th St., Boulder	
\$1,250,000	Darrell F. and Kathy Icenogle	2905 13th St., Boulder	
\$1,203,100	Herbert B. and Caroline Joy Blecher	1427 18th St., Boulder	
\$1,125,500	Gregory Grudic	8049 Bellflower Court, Niwot	
Source: SKLD Information Services LLC, 303-695-3850. Data is based on when transaction was recorded by the Boulder County Clerk and Recorder's Office.			
Data is based on when transaction was recorded by the Boulder County Clerk and Recorder's			
Source: SKLD Information Services LLC - 303-695-3850			

based investor has spent \$4.1 million for 18 properties in the Triple Crown Meadows subdivision off the Diagonal Highway in Niwot.

Triple Niwot LLC acquired the lots on Secretariat Drive and Citation and Whirlaway lanes from First-Citizens Bank & Trust Co. The streets are named for winners of thoroughbred horse racing’s Triple Crown: the annual Kentucky Derby, Preakness and Belmont Stakes.

Triple Niwot is led by Apex

Real Estate Solutions, a Denver-based firm. Austin Peterson, an Apex principal, said the acquisition includes nine lots that are “vertical ready” and nine completed semi-custom homes.

Work on the subdivision started several years ago, and existing houses in the neighborhood were built around 2005 and 2006, but financial difficulties halted development. First-Citizens has owned the lots since 2012, when it acquired them for \$3.85 million in a bankruptcy

Foreclosures in Boulder Valley		
February 2013		
City	Foreclosures Filed	Deeds Issued
Allenspark	1	0
Boulder	8	3
Broomfield	12	4
Eldorado Springs	0	0
Erie	0	0
Gold Hill	1	0
Golden*	1	0
Hygiene	0	0
Jamestown	0	0
Lafayette	7	0
Longmont	21	15
Louisville	3	0
Lyons	0	0
Nederland	1	1
Niwot	0	0
Pinecliffe	0	0
Superior	1	0
Ward	0	0
TOTAL	56	23
Year-to-date 2013	123	64
*Reflects only the portion of Golden in Boulder County		
Source: Public trustees of Boulder and Broomfield counties		

sale. They were owned by Raintree Custom Homes Inc.

Peterson said his company is looking for builders and is likely to build out the nine lots within 12 to 14 months.

Beth Potter contributed to this report.

JEN’S from 3A

people can’t believe it’s dairy-free.” The chocolate sauces — original, raspberry and peppermint — now are produced in a commercial kitchen in Denver at the rate of 1,200 jars a day with increased production possible. They’re available in six states, in 14 Whole Foods Markets, several Natural Grocers by Vitamin Cottage and numerous independent retailers and specialty stores.

E-commerce sites that carry the sauces include Abe’s Market, America’s Best Organics and It’s Only Natural Gifts. Soon the products will be available on Amazon.com.

“We’re in two frozen yogurt stores right now, and their customers prefer us over dairy,” Lane said.

Each 9.6 ounce jar of Jen’s Zen chocolate sauce has a suggested retail price of \$8.99.

Source Local Foods in Broomfield, a distributor of locally grown and processed food, handles distribution for the products. Source is the trade name for LFS Enterprises LLC.

Lane is growing her company with a lean crew, especially since she continues to work four days a week in environmental public affairs. In 2012 she met Julie Cavalier through Naturally Boulder, and Cavalier now works as chief operating officer of Jen’s Zen.

“I oversee the big picture — strategies and product and quality control,” Lane said. “Julie focuses on e-commerce, marketing and sales. She’s

more in the trenches.” Lane’s husband, Brian, handles the books for Jen’s Zen, and college students help with in-store demonstrations.

“I bootstrapped to get this far with less than \$10,000,” Lane said. “We’re talking to entities about strategic partnerships and entertaining the potential of equity investment to go forward.”

Maintaining a presence at events, donating chocolate sauces to fundraisers and continuing to do demos is the basic marketing strategy Lane has planned for increasing the reach of Jen’s Zen.

She’s also sharing a booth with America’s Best Organics at the Natural Products Expo West show in Anaheim, California, in mid-March.

“By the end of the year, I want to be everywhere in the Rocky Mountain region,” she said. “Then I expect to branch out beyond this region, and in three years to see our products nationwide.

“We would like to see our products explode at the national level, and I believe we’re positioned to capture a significant portion of the premium dessert toppings category,” she said. “Uses for our products are limitless beyond that category.”

Lane said the market for conventional, natural and specialty dessert toppings to be about \$60 million a year.

FAWN BROOK from 14A

Smetana family, who arrived from the former Czechoslovakia, opened the restaurant in 1974, sold it in 1992 but then bought it back in 2004. Other owners simply have shut down at retirement time rather than risk having their restaurants' reputations tarnished by new owners.

In the case of Fawn Brook, however, Erickson and the Groichers are hopeful that the transition keeps Fawn Brook’s traditions and quality intact. “It helps that I’m learning from a five-star chef,” Erickson said.

After a few months off to give the dining room a face-lift, Fawn Brook Inn reopened on Feb. 8 for dinner on Friday, Saturday and Sunday evenings plus Valentine’s Day. It will resume its full Tuesday-through-Sunday schedule around Mother’s Day, Hermann said.

The two-story, 4,329-square-foot building had been listed at \$499,750. Built in 1927 on the site of a bathhouse, it first opened as a general store and was sold eight years later and converted into a hunting lodge with 11 sleeping rooms and a kitchen that served up buffalo steak and stew. Subsequent owners ran it as various restaurants.

The Groichers — Hermann from Austria and Mieke from The Netherlands — met in Switzerland in 1966 and emigrated to the United States. Hermann, who had received culinary training in Europe, worked

for years as head chef at the Greenbriar Inn north of Boulder before the couple bought the Allenspark building in 1978 and opened Fawn Brook the next year.

“Little did we know what was ahead of us,” Mieke wrote on the inn’s website. “Those who came as strangers became friends or sometimes even extended families, and their lives left a lasting impact on our hearts. Grateful we are for all those years with so many wonderful people who made the Fawn Brook Inn what it is today, grateful for our staff and all those who helped us, their presence reflecting on who we are.”

The inn’s menu features such hearty, comfortable entrees as roast duckling, rack of lamb, beef Wellington, Chateaubriand and game dishes. Dinner entree prices range from \$31.50 to \$55.50.

How would all that change with Erickson at the helm?

“Special occasions will always be our bread and butter,” Erickson said, “and we want to preserve the traditions. But we need more bodies in here. I’d like to see more people enjoy it.

“I’d like to have more lunch hours and some lighter entrees,” he said. “I’d like to cater to locals in Allenspark as well — and a five-course sit-down dinner doesn’t always do that.”

Crucial point for Boulder utility debate

Let's get this right. That's the message that local business and civic leaders want to convey to the city of Boulder, which is slowly but surely marching toward a decision on whether to municipalize the city's electrical utility.

After years devoted to study, debate, campaigning and more study, the Boulder City Council now has six options presented by the city staff, including five that envision some level of municipalization, and one based on continuing to contract with Xcel Energy.

As the council weighs its options, business leaders want to ensure that any future municipal utility:

- Maintains reliability. Every

EDITORIAL

electrical user wants to know that when they flip a switch, the lights will come on. But that's especially crucial to large employers such as IBM Corp., Ball Aerospace & Technologies Corp. and the University of Colorado-Boulder. Breakdowns in electrical service can result in millions of dollars in damage to sensitive instruments and experiments. Reliability at least as good as that which Xcel provides is non-negotiable.

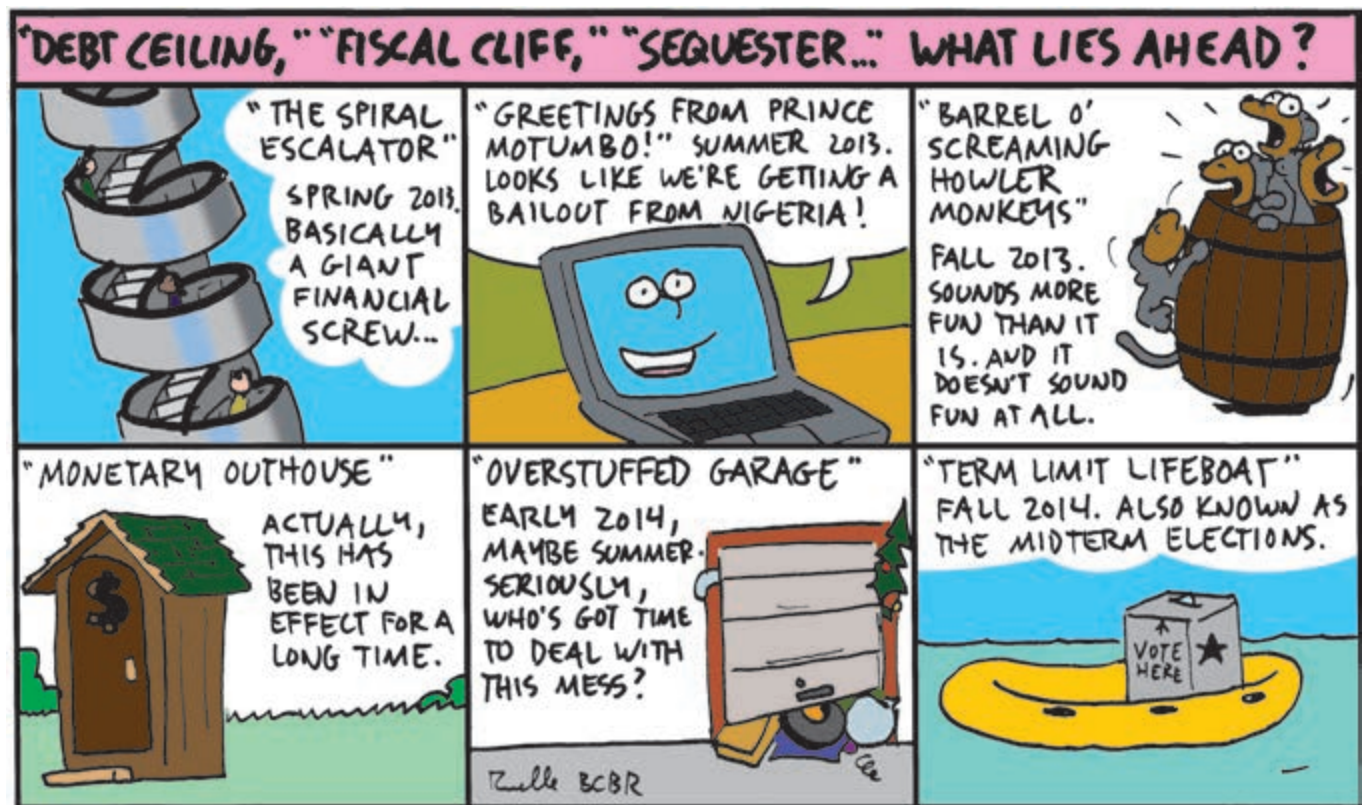
- Maintains affordability.

Although ballot measures passed narrowly by voters in November 2011 require rate parity at the time assets would be acquired from Xcel, this remains a huge question for business owners, especially large employers. How will that rate parity be determined? What would happen to rates, especially for business owners, after a utility is launched?

- Actually reduces greenhouse-gas emissions. The city needs to ensure that improvements to the city's portfolio aren't accomplished by shifting renewables from elsewhere.

Most importantly, the business community, including some who backed passage of measures 2B and 2C, wants the city to fully explore all options of working with Xcel Energy.

As much as the city has done already, the work has just begun.



Hall of Fame names 2013 class

Serial entrepreneurs in retail, natural products, travel and healthy living are among the prominent business leaders who will be inducted into the Boulder County Business Hall of Fame this year.

The Hall of Fame, which is located at the Plaza Conference Center in Longmont, will honor Linda Cain, Tom Chapman, Court Dixon, Scott Nix, Mark Retzliff and Jirka Rysavy. In addition, three members of the prominent Hover family of Longmont — Charles, Katherine and Beatrice — will be inducted posthumously at the induction luncheon, to be held Wednesday, April 24, at the conference center.

Cain is chief executive of The Cain Travel Group Inc. in Boulder, which employs 60 people and posted annual sales of \$104 million in 2012.

Chapman is managing partner of First MainStreet Insurance Ltd. in Longmont, a full-service independent agency. The agency has grown from seven to 25 employees under Chapman's leadership and has been a major contributor to many local charities.

Dixon was a longtime partner and owner of three businesses on the Hill in Boulder: Kinsley & Co., Kinsley Outfitters LLC and An Orvis Shop. Kinsley & Co. was a local, trendsetting haberdashery founded in 1949, providing men's and women's cloth-

ing. Dixon began working for Kinsley as a salesman and manager in 1982, eventually becoming sole proprietor. He founded Kinsley Outfitters to demonstrate and sell fly-fishing equipment. An Orvis Shop outfitted



PUBLISHER'S NOTEBOOK
Christopher Wood

clients in casual and travel clothing and accessories. Nix is owner and president of Nixcavating Inc., a Longmont-based excavating company that he launched in 1982. The company employs 20 to 25 people. Nix got his start at Bradford Construction, founded by his uncle, Jerry Bradford.

Retzliff is a co-founder and chairman of Alfalfa's Market Inc., an iconic Boulder-based natural and organic grocer. He also co-founded Aurora Organic Dairy Corp. in 2003, and continues to serve on the company's board of directors. He also co-founded Horizon Organic Dairy Inc. in the early 1990s and once served as chairman of Rudi's Organic Bakery Inc.

Rysavy is founder and chairman of Louisville-based Gaiam Inc., a public company offering environmentally friendly, yoga and LOHAS

(Lifestyles of Health and Sustainability) products. Rysavy is a longtime Boulder County entrepreneur, founding such companies as the Crystal Market, which became the first Wild Oats Market when it was sold.

Charles and Katherine Hover moved to Colorado from Chicago in the early 1900s, eventually purchasing property on the west edge of Longmont. Charles Hover became a successful farmer and businessman. His wife, Katherine, founded the Hover Manor retirement community. Beatrice, adopted at age 9 by the Hovers, shepherded her mother's vision for the retirement community, which continues to thrive.

Among the event's sponsors are Best Western Plus Hotel and Plaza Conference Center in Longmont, Elevations Credit Union, the Millennium Harvest House hotel in Boulder, the Longmont Times-Call and Boulder Camera, Guaranty Bank and Wells Fargo Bank.

Hall of Fame tickets may be purchased for \$55. Corporate tables and sponsorship opportunities are available. For more information, visit www.halloffamebiz.com, or call event manager De Dahlgren at 970-232-3132.

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BCBRDAILY from 2A

Level 3 at a time of “financial and operational strength.”

Recent stock and revenue data might suggest otherwise. In the past year, Level 3 shares have dropped 15 percent after reaching a high of \$27.99. On Thursday, the stock opened at \$20.74. Level 3 also has reported 16 consecutive quarterly losses and made job cuts. It did purchase rival telecom Global Crossing for \$2 billion in 2011. *Posted March 7.*

Boulder Brands to aid startups

NIWOT — Natural foods company Boulder Brands Inc. will team up with a natural food broker in Illinois to create a fund that invests in new food and beverage companies.

Financial terms of the new Boulder Brands Investment Group LLC fund were not disclosed. Niwot-based Boulder Brands (Nasdaq: BDBD) is partnering with Presence Marketing in South Barrington, Illinois, on the fund.

Startup companies chosen for investment will operate independently from Boulder Brands, according to the press statement. However, such companies can take advantage of the Boulder Brands’ infrastructure, resources and expertise, according to the statement.

That “friendly equity” model will help new companies succeed, Steve Hughes, chairman and chief executive of Boulder Brands, said in the statement. *Posted March 7.*

Sundrop buys Louisiana land

LONGMONT — Biofuel company Sundrop Fuels Inc. has purchased 1,213 acres of land in Louisiana where it plans to build a \$500 million biofuel refinery, the company said. Financial terms of the deal with seller Ballina Farms Inc. were not disclosed.

Longmont-based Sundrop Fuels is expected to make an announcement about ground-breaking plans for the production and demonstration plant in the next several weeks.

Sundrop Fuels Louisiana LLC, the operating entity for Sundrop Fuels Inc., bought land next to Interstate 49 northwest of Alexandria in Boyce, Louisiana.

Workers at the plant will make “green gasoline” for consumer use and could employ 150 people, Sundrop Fuels said previously.

Sundrop built but has since dismantled a research and development facility in Broomfield, a location that included mirrors, solar panels and a reactor to create synthesis gas. *Posted March 1.*

OZ shifts staff to Denver

BOULDER — OZ Architecture, one of the Boulder and Denver area’s largest architecture firms, has moved about 20 or 25 staff from its office in Boulder to its office in Denver.

OZ Architecture has a large portfolio of notable local projects, includ-

ing the Pearl Street Mall, Boulder Community Hospital Foothills Campus and the University of Colorado-Boulder’s Visual Arts Complex.

OZ Architecture will now have about 20 employees working at its studio in Boulder at 1805 29th St., Suite 2054. About 95 people work in Denver. *Posted March 1.*

Equity fund fraud alleged

LONGMONT — A private-equity fund in Longmont and its principals allegedly defrauded more than 20 investors out of \$3.2 million, according to a complaint made by Colorado Securities Commissioner Fred Joseph.

The complaint was filed March 1 in Denver District Court against Gary Snisky of Longmont, David Burch of Aurora and Brenda Ridley of Bakersfield, California, along with Colony Capital LLC, Colony Capital LP and Colony Capital Group, a private equity fund operating in Longmont, according to a press statement from the Colorado Division of Securities. Joseph wasn’t immediately available for comment.

The complaint alleges that the three principals carried out a scheme to defraud investors in a private equity fund controlled by Snisky, according to the press statement. From 2008 to July 2010, Snisky allegedly induced investors based on promises of return on their investments, according to the

press statement.

Snisky allegedly used investment proceeds for personal expenses, according to the complaint. None of the defendants was licensed with the state securities commission, according to the press statement.

Snisky was charged with engaging in investment adviser fraud, securities fraud, offer and sale of unregistered securities and unlicensed investment adviser activity, according to the press statement. The other two principals were charged with engaging in unlicensed securities sales activity. The complaint seeks damages on behalf of investors harmed by the defendants. *Posted March 1.*

Job database rebrands

BOULDER — Boconoco has rebranded as Colorado Job Base and converted its model to provide free access to a “hand-researched” database of jobs in Colorado. Kris Erlewine, president and CEO of Colorado Job Base, www.coloradojobbase.com, said the site lists approximately 5,800 jobs.

Job seekers may access the Colorado Job Base by visiting www.coloradojobbase.com and registering for free as a job seeker. Employers seeking to announce open positions may register for free as an employer. Currently, Colorado Job Base is offering three free job postings for new employers. *Posted March 1.*

SLOW from 7A

a donation, for example, Tasch said. Regardless of the nature of return, Slow Money should not be seen as “a fringe bunch of foodies,” Tasch said. “It’s a whole different spin on investing,” Tasch said.

The group this year plans to bring more than 600 people to Boulder on April 29-30 for its annual gathering. Costs to attend the two-day event range from \$445 for a “concerned citizen” who belongs to a nonprofit group or startup company to \$945 for a “professional” who works as an investment adviser or manager. A number of half-price scholarship memberships are available for students and others on request.

In Boulder, an anonymous donor gave Localization Partners LLC a \$1.5 million, 10-year, interest-free loan in fall 2011 to invest in local companies, said Michael Brownlee, who heads the local project. In all, Slow Money has 17 chapters around the United States and six investment clubs. Getting a group of 15 to 20 people together to make decisions about investments has been a “very interesting experiment,” Brownlee said. He is working with Tasch to get other investment clubs organized around the state. Members of the Localization Partners group each put in \$5,000, with a total of about \$500,000 invested so far. The group meets once per month to hear a presentation from a local producer or a food entrepreneur, Brownlee said. “You could say it’s the democratization of capital, but it’s been a lot of

“You could say it’s the democratization of capital, but it’s been a lot of fun.”

Michael Brownlee
CO-FOUNDER,
TRANSITION COLORADO
AND LOCALIZATION PARTNERS LLC

fun,” Brownlee said. The group has worked on the “10 percent local” food pledge to get more locally grown food to local markets. The group also has had a close relationship with Lucky’s Market grocery store in Boulder — one of the stores where local entrepreneurs and farmers can sell their products, Brownlee said. “We find ourselves ... more and more approached from farmers for instance who are looking expand operations or new food entrepreneurs who are trying to get started, or someone trying to grow to scale,” Brownlee said. For example, a rancher in Idaho who sells his grass-fed beef on the Front Range is looking to expand, and the group is considering investing in the ranch, Brownlee said.



In all, the group hopes to generate new jobs in Colorado with its local investments, based on economic studies that show more local jobs are created from local investments. “We don’t come from a financial management background, so the learning curve has been rather steep,” Brownlee said. “But it has been exciting and gratifying to see the whole Slow Money idea being implemented here.” The local return on investment is “often slow,” but the social return is expected to be very high, which may, in turn, drive more investment and interest, Brownlee said. “We think as more people learn about Slow Money, we will see a flood of capital moving into the group,” Brownlee said.

401 (K) from 23A

as large cap, small cap, REITs, international, international emerging, government bonds, corporate bonds, etc.

12b-1 fees: This is a marketing/operation fee that is passed through to the investors. This number is represented in the fund’s expense ratio. This can range from 0.25 percent to 1 percent of the fund’s net assets.

Utilization of a benchmarking report will help interpret these and other fees pertaining to the plan and help you decipher if the plan fees are reasonable.

The new regulations are a great step toward full disclosure of fees, but interpreting them is the final step to determining whether your company plan has an appropriate set of investment choices and the expenses associated with the plan and its investment offerings are reasonable. We have suggested many different approaches to interpret retirement plan information. The most important thing is that, as a plan sponsor/participant, you have an understanding of your plan — or seek the necessary guidance to develop an understanding.

Robert J. Pyle is president of Boulder-based Diversified Asset Management Inc., an investment adviser registered with the state of Colorado. This column reflects the writer’s views and is not a recommendation to buy or sell any investment. It does not constitute investment advice. Contact Pyle at 303-440-2906 or info@diversifiedassetmanagement.com.

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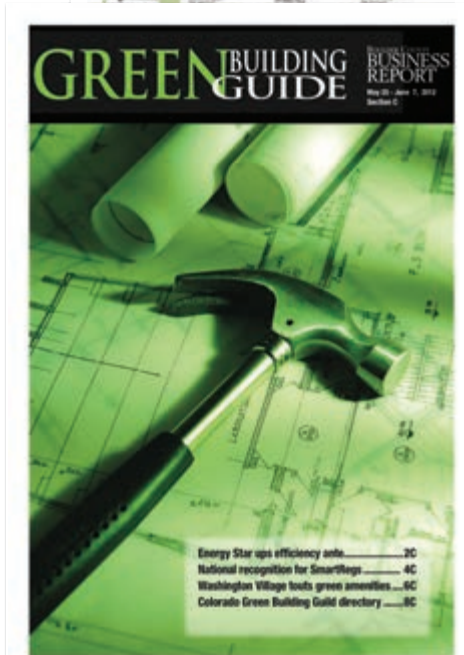
Building & Renovating

Boulder County Business Report readers...

- 91.5% Own a home.
- In the next 18 months, 33% of readers plan to renovate all or part of their home and 6.6% are planning an addition.
- 12.3% Plan to renovate their current business facility, 6.6% plan to expand their facility and 3.8% are planning to build in a new location.

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