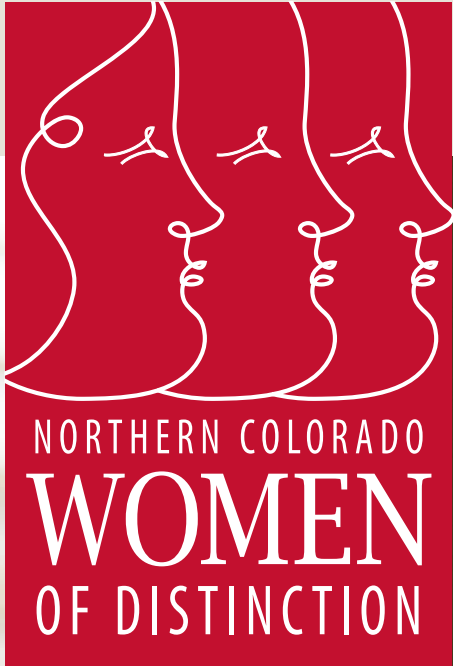


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Women of Distinction honorees inspire

Inspiration comes from many sources in the business community, but the Northern Colorado Women of Distinction program remains a wellspring of inspiring stories. This sixth annual program includes an impressive list of honorees, representing some of the best business people of either gender in our region, as well as the most energetic volunteers and mentors, always willing to give of themselves for the greater good — an important component of our award criteria.

This year's Women of Distinction award winners are profiled in the following pages, demonstrating how our selection committee — comprised of past winners and representatives from BizWest — once again chose wisely and well. It's not an easy job, either. The pool of nominees numbered more than 100, and all were more than worthy of inclusion. We are very grateful to the selection committee for its dedication and hard work, including Yvonne Myers, Mary McCambridge, Jean Schober Morrell, Annette Geiselman, and Becky Safarik.

We would also like to thank the sponsors whose generosity makes it possible for BizWest to bring the accomplishments of these impressive women to our attention. First, we want to thank our title sponsor and charter member, University of Colorado Health. This year, our presenting sponsors are the Monfort College of Business, EKS&H, Union Pacific, Palmer Flowers and The Women's Clinic. Additionally, we want to thank Columbine Health Systems, the Better Business Bureau serving Northern Colorado and Wyoming, DaVinci Sign Systems Inc., Home State Bank, Associates in Family Medicine, Mercedes Benz, Alphagraphics, Survey Gizmo and Eye Center of Northern Colorado.



Sincerely,

Jeff Nuttall, publisher
Northern Colorado Business Report

<i>Outstanding Volunteer</i>	3B
<i>Outstanding Mentor</i>	4B
<i>Nonprofit Human Services</i>	5B
<i>Leading Lady</i>	6B
<i>Health Care</i>	7B
<i>Government, Energy and Utilities</i>	8B
<i>Education</i>	9B
<i>Business and Business Services</i>	10B
<i>Banking and Finance</i>	11B
<i>Business and Business Services</i>	12B
<i>Women-Owned Businesses</i>	13B
<i>2014 Women of Distinction nominees</i>	17B
<i>Previous Women of Distinction honorees</i>	18B

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OUTSTANDING VOLUNTEER

Augustmoon spreads sunshine through giving

United Way, CASA just part of tireless work with nonprofits

BY SALLY MCGRATH
news@bizwestmedia.com

Bold, inspiring and kind-hearted. Thoughtful, generous and intuitive.

These are among the many adjectives used to describe Goldie Augustmoon, the recipient of 2014 Women of Distinction recognition in the nonprofits and activism category.

“Many will tell about her philanthropic gestures to this amazing community; some will tell you about her hundreds of volunteer hours with United Way, Senior Resource Services, CASA and the Greeley Blues Jam,” said Alexia



JONATHAN CASTNER / FOR BIZWEST

Goldie Augustmoon says the most rewarding part of her community activism is “helping someone and seeing you’ve made a difference in their lives.”

“YOU NEED THAT KIND OF FRIENDSHIP AND CAMARADERIE EMOTIONALLY AND SPIRITUALLY WHEN YOU ARE GOING THROUGH A TOUGH TIME.”

Goldie Augustmoon

Peake, a chiropractor and owner of Peake Wellness Center in Greeley. “Even still, some would emphasize her business and sales skills. I however, would like to capitalize on this opportunity to describe the heart of this remarkable person. Goldie Augustmoon is the most thoughtful, generous, intuitive, inspiring person many of us will ever have the pleasure of knowing.”

Augustmoon moved to Colorado in 1998 after a divorce that left her with nothing – no savings, no retirement. “I had a couple of friends in Colorado so I knew I would have a good support group,” the Greeley resident said. “That’s exactly what I had. You need that kind of friendship and camaraderie emotionally and spiritually when you are going through a tough time.”

Augustmoon soon began volunteering through United Way, first for Bright Beginnings, a charitable organization that connects volunteers with parents of children up to 3 years old to help ensure the children get a good start in life.

That led to a long list of other volunteer activities through United Way, including serving as campaign coordinator for Northern Colorado Paper, a leadership-level donor, and the campaign cabinet. In addition to her United Way activities, she is a Court Appointed Special Advocate for children and a driver for Senior Resources.

Augustmoon has a passion to help others in the community. She is not afraid to ask her friends to get involved, whether it’s by donating money or time. When United Way has a function, she is either a guest or volunteer. Her motto is, “Give time if you can’t give money.”

Augustmoon said the most rewarding part of her activism is “helping someone and seeing you’ve made a difference in their lives. Just to see them making positive changes, that’s the most rewarding thing to me.”

She loves to drive senior citizens to appointments just as much as she cares about the children she meets with as a CASA.

“It’s so amazing to work with these old people, young people and the women in between,” Augustmoon said. “I get more from volunteering than I give. It keeps me alive, really.”

In addition to her volunteer work, the 72-year-old works full-time as a sales executive at My Office, Etc.



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OUTSTANDING MENTOR

Hotelier Dwyer backs team without reservation

Embassy Suites' workers given room to succeed

BY HEATHER MCWILLIAMS
news@bizwestmedia.com

For Tom Dwyer, the key to success in a service industry rests on his ability to make others look and feel good, and that process begins with his staff.

"My job is to keep them engaged and make their work as easy as possible," Dwyer said.

Dwyer, 60, has worked in the hotel industry for 45 years and currently is the general manager for Embassy Suites Hotel in Loveland. He is being honored at BizWest's 2014 Women of Distinction awards as Outstanding Mentor.

Embassy Suites Loveland earned national honors this year as the leading hotel in the chain.

"My team is the key to why we became number one," Dwyer said. "I try to surround myself with talented people." Daily goal setting and attainment moved the hotel

► See **Dwyer, 14B**



JONATHAN CASTNER / FOR BIZWEST
Tom Dwyer, recognized by BizWest's 2014 Women of Distinction awards as Outstanding Mentor, encourages his team at Embassy Suites to take on leadership roles.

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NONPROFIT HUMAN SERVICES

'Farmer's blood' sows success for Fry

For Community Foundation leader, energy fuels energy

BY KAY RIOS
news@bizwestmedia.com

Roxanne Fry doesn't do anything in a small way. Whatever she takes on, she takes on with energy and dedication. Her background bears witness to that.

Her leadership easily can be traced to a path began in Glenwood City (Wis.) High School, where she graduated as valedictorian. She completed a bachelor of science (law/paralegal) degree from Winona State University in Wisconsin, graduating magna cum laude and receiving President's Honor and WSU Foundation scholarships. Then it was on

"IT'S A VERY HUMBLING EXPERIENCE TO BE A PART OF AN ORGANIZATION THAT PARTNERS WITH INCREDIBLY GENEROUS DONORS."

Roxanne Fry

to Colorado State University, where she completed a master's in business administration. There, she received the College of Business Leadership Excellence and Academic Distinction award.

Fry took her knowledge and skills into the business world, first to the Greeley/Weld Chamber of Commerce, serving in several leadership roles, then as executive vice president for the Fort Collins Chamber of Commerce. After working as assistant director of development for the CSU engineering department, Fry moved on to the Community Foundation of Northern Colorado, where she first served as director of donor services. In 2006, she became the foundation's chief operating officer, a role she continues to fill.

While the nonprofit world was not initially in her career plans, Fry said, "Once I was in, I was hooked. No work day is ever the same as the previous one. There's always more work to be done, and the impact of nonprofit work on a community is incredibly long-lasting."

None of the roles she has filled can be considered light duty in any sense,



JONATHAN CASTNER / FOR BIZWEST

Roxanne Fry first served as director of donor services for the Community Foundation of Northern Colorado, then rose to chief operating officer in 2006.

and all require a heavy dose of energy. But Fry, 43, said it comes naturally.

"I grew up on a dairy farm in northern Wisconsin," she said, "and I still have farmer's blood coursing through my veins."

Mornings are particularly productive for her, she said. "A quick morning walk and some quiet time charge me for the day. I'm a true believer that energy begets energy."

She also is stimulated by those around her, she said. "I get energized when I'm around others who work really hard, look for the positive in any situation, and do everything they can to make a difference in the lives of others."

Fry said she loves her work. "It's a very humbling experience to be a part of an organization that partners with incredibly generous donors to do so much for the benefit of our region."

She is proud of her accomplishments, but one that stands out happened shortly after she arrived at the Foundation.

"I led the charge to establish an internship program," she said. "We pay these dedicated students, recognize that they're a key part of the Community Foundation family, and we generally keep them as a part of our team for two to three years while they're in college. Some have modified their career paths to specifically pursue nonprofit work. It's inspiring to play a small role in mentoring and encouraging this next generation of nonprofit leaders."

LEADING LADY

Shaping public policy energizes Brigden

Ex-City Council member turns to volunteer roles

BY PAULA AVEN GLADYCH
news@bizwestmedia.com

Nancy Brigden developed a passion for politics and social issues in the 1970s, when she first realized that banks and financial institutions did not count women's income as part of a home- or car-loan application.

"You might get pregnant and the income might go away," she said. "So we took on that at the Colorado General Assembly and we were able to get it changed so institutions had to consider and count female income as well as male income in a married couple. That victory whetted my appetite for more."

Although Brigden, a former Greeley City Council member and mayor pro tem, no longer participates in politics, she continues to use the skills she learned in business and public service as a volunteer with Loveland Rotary and Friendship Force of Northern Colorado, an organization

► See **Brigden, 14B**



JONATHAN CASTNER / FOR BIZWEST

Nancy Brigden says she got involved in shaping public policy because, "sometimes it is just the right voice at the table to make things happen."

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HEALTH CARE

Crawford makes a difference for at-risk kids

Healthy Harbors offers services for foster children

BY ELIZABETH GOLD
news@bizwestmedia.com

FORT COLLINS – As a pediatrician, Deborah Crawford is familiar with the maladies kids face in the years leading up to adulthood. Treating more than broken arms from playground escapades, however, has been the driving passion of her work.

In 2008, Crawford worked with a handful of other physicians to create a program that addresses the physical, developmental and mental-health needs of foster-care children who are victims of abuse and neglect.

“It was apparent that I could spend a lot of time coming up with a plan of



JONATHAN CASTNER / FOR BIZWEST

Dr. Deborah Crawford spearheaded Healthy Harbors, a program that provides integrated health services for children in traditional foster care as well as kinship care.

“WE HAVE EXCELLENT HEALTH CARE HERE, AND THERE’S NO REASON THAT THESE KIDS WOULDN’T GET IT.”

Dr. Deborah Crawford

action and then have it fall through the cracks for kids who don’t have the support of functional families,” she said.

“We have excellent health care here, and there’s no reason that these kids wouldn’t get it,” she added, referring to Plan de Salud del Valle health clinic, where she is a contract employee.

Healthy Harbors, the program Crawford spearheaded and with which she continues to volunteer, provides integrated health services for children in traditional foster care as well as kinship care. In addition to making sure the children receive the specialized care needed, Healthy Harbors collects their history and uses the information to create a consistent record that can be used to treat them effectively in the present and into the future.

“Social Services could ask me to see a child for abuse and neglect, but if I have no history, I don’t know what meds the child has been on, if there have been hospitalizations or how they’re doing in school,” Crawford said. “It’s horrifying to see a child and have the parent say that everything is great – that the child sleeps well, drinks all their milk and is good in school – and then I get notice that

the parent is a meth addict or there is sexual abuse or truancy.

“This program brings all that information together.”

Healthy Harbors clients are seen by either Salud Clinic or the Family Medicine Center, also in Fort Collins. Health-care navigators involve families in creating medical histories for the children as a means of engaging them in each child’s life as much as possible.

Those families include people with substance addiction, poverty, mental illness, chronic medical conditions or who are living in domestic-abuse situations or in jail.

The program is funded by a grant that allows Healthy Harbors to take in 75 new family cases a year – just a tip of the iceberg, Crawford said.

As the only physician who reviews cases of abuse and neglect, she responds to referrals from law-enforcement agencies, mental-health providers, social services and child advocacy centers.

Programs that address the needs of what Crawford, who has specialized in this area since the 1980s, refers to as “our greatest at-risk population” sometimes exist in bigger cities but few kids in smaller towns ever make it to them.

“They have increased physical and mental health care needs, problems in school, and futures that can be grim,” she said. “Pediatrics in general can be fun, but I can make the greatest impact here.”

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Jones leaves a legacy of public service

Still serving city after 24 years as deputy manager

BY KAY RIOS
news@bizwestmedia.com

After 24 years as Fort Collins deputy city manager, Diane Jones stepped down in March.

She remembers arriving in March 1990. Spring snow was on the ground but the days were bright and crisp – a welcome contrast to the gray, rainy days she left behind in the Pacific Northwest.

An Oregon native, Jones received a bachelor's degree in humanities and secondary education from Western Oregon State University. She followed that with advanced studies in counseling and psychology which, she said, "I've used a lot, believe me."

Jones left college intent on becoming an English teacher but was offered a job in educational research and development for the Northwest Regional Educational Laboratory.

"There were 14 regional labs across the country and we did outreach

► See **Jones, 15B**



JONATHAN CASTNER / FOR BIZWEST

Diane Jones served 24 years as Fort Collins deputy city manager, relishing a career in public service "because it's about making life better for the community."

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EDUCATION

Aims' Liddell helps women aim high

Community college president preaches: Leave comfort zone

BY ELIZABETH GOLD
news@bizwestmedia.com

Marilynn "Marsi" Liddell's passion and career goal came together when she realized that "the rubber meets the road" in education at the two-year community college level.

"As I grew into the role change from part-time faculty to administration," she said, "I made it a personal mission to help people maximize their potential, discover what their career goals are, and go out and attain them."

As the current president of Aims Community College in Greeley, Liddell has put a lot of effort into helping women climb the corporate ladder with fewer obstacles. In the 1980s, she already was responding to the low number of women in chief executive positions, particularly in the field of higher education.

Through her work with the American Association for Women in Com-
▶ See **Liddell, 15B**



JONATHAN CASTNER / FOR BIZWEST

As president of Aims Community College in Greeley, Marilynn "Marsi" Liddell has put a lot of effort into helping women climb the corporate ladder with fewer obstacles.

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- Dr. Ann Yanagi, Cancer Center donor



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BUSINESS AND BUSINESS SERVICES

MacQuiddy an impassioned voice for Greeley

Chamber president chaired Colorado tourism board

BY PAULA AVEN GLADYCH
news@bizwestmedia.com

Sarah MacQuiddy never thought she would stay in Greeley after she completed her degree in recreation and business at the University of Northern Colorado, but the current president of the Greeley Chamber of Commerce “fell in love with the community. The rest is history.”

The Omaha, Neb., native arrived in Greeley in 1975 based on a recommendation from the wife of her high school gymnastics coach, who had attended UNC.

“I came out not knowing a soul,” MacQuiddy said. “I am one for adventure. I like change and am willing to take on any new challenges.”

That attitude has served her well throughout her career.

“Her drive and energy continue to amaze me. She is always the first to volunteer to help out someone or to be on a civic board to help the people

► See **MacQuiddy, 16B**



JONATHAN CASTNER / FOR BIZWEST

Sarah MacQuiddy’s 10 years as president of the Greeley Convention and Visitors Bureau follows 10 years at United Way of Weld County, where she was campaign director.

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BANKING AND FINANCE

Mikkelson a friend seniors can bank on

Always seeking 'something special for our people'

BY HEATHER MCWILLIAMS
news@bizwestmedia.com

When Flo Mikkelson goes to work, she combines the interests of her employer, the interests of her customers and knowledge of her community to create a special blend of service that makes her one of a kind.

Mikkelson, 82, is being honored as a 2014 Woman of Distinction for her work in banking. For the past five years, she's served at Guaranty Bank in Greeley as assistant vice president and Guaranty 50 Club coordinator, where she specializes in helping customers aged 50 and older.

"She has brought a remarkable energy that's positive and caring, energetic and vibrant when working with her group of seniors," said Mike Bond, Greeley market president for Guaranty Bank.

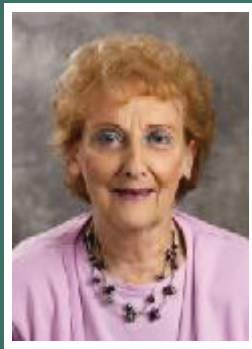
In addition to the traditional services offered to bank customers, such as free checking or account perks,

► See **Mikkelson, 16B**



JONATHAN CASTNER / FOR BIZWEST

For the past five years, Flo Mikkelson has served at Guaranty Bank in Greeley as assistant vice president and Guaranty 50 Club coordinator.



Congratulations to Flo Mikkelson for being recognized as a Woman of Distinction.

Thank you Flo for all that you do in our community and for our bank.

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BUSINESS AND BUSINESS SERVICES

Smith builds on successes at Neenan

Vice president proud of firm's signature projects

BY SALLY MCGRATH
news@bizwestmedia.com

When it comes to economic development, Donna Smith is one of the standouts in Northern Colorado.

Smith, vice president for business development and federal programs at The Neenan Co. in Fort Collins, easily earned her place as a Woman of Distinction in the construction and development category.

"Donna effectively builds relationships with clients that turn into long-term friendships based on mutual trust and respect," said David Gaylinn, client services partner at Dove-tail Solutions, a public relations firm in Denver. "Donna has a unique ability to discern a contact's preferred communication style and tailor her own efforts to meet the needs of that individual business."

Smith has worked for almost 10 years at Neenan, an integrated architecture and construction firm, where

► See **Smith, 17B**



JONATHAN CASTNER / FOR BIZWEST

Donna Smith is vice president for business development and federal programs at The Neenan Co. in Fort Collins, where she has worked for almost 10 years.

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RANK	Company	Revenue 2013 Revenue 2012	Percent woman-owned No. of employees	Products/Services	Phone Website	Owner Title Year founded
1	The Cain Travel Group Inc. 2990 Center Green Court Boulder, CO 80301	\$122,000,000 \$104,000,000	51% 62	Full-service travel agency featuring complete corporate travel management, meeting and incentive planning, discount vendor negotiations, and Concur reseller.	303-443-2246 www.caintravel.com	Linda Cain CEO 1985
2	Rocky Mountain Hydroseeding LLC 1925 County Road 54G Fort Collins, CO 80524	\$100,000,000 \$100,000,000	100% 8	Agricultural seeding and spraying, lawn hydroseeding and erosion control.	970-493-7100 www.rockymountainhydroseed.com	Tina Hunt owner/manager 1985
3	Co's Auto Group Inc. 4150 Byrd Drive Loveland, CO 80538	\$62,775,000 \$54,252,113	100% 75	BMW and MINI Cooper automobiles, sales, parts, service, pre-owned cars and trucks.	970-292-5200 www.cosbmw.com, minioflovland.com	Christina Dawkins president/general manager 1974
4	Advance Tank & Construction Co. 3700 E. County Road 64 Wellington, CO 80549	\$57,000,000 \$40,000,000	51% 100	Fabrication, erection, and repair of large diameter, steel plate storage structures such as above ground storage tanks, stacks, silos, clarifiers, bins and hoppers and the foundations under them.	970-568-3444 www.advancetank.com	Lisa Clay CFO/general counsel 1981
5	Good Day Pharmacy 3780 E. 15th St., Suite 102 Loveland, CO 80538	\$30,000,000 \$28,000,000	60% 133	Family-owned retail pharmacy chain. Specialties include compounding, bio-identical hormone replacement therapy, medical equipment sales and rentals, home delivery, long term care specialty pharmacy.	970-461-1975 www.gooddaypharmacy.com	Vicki Einhellig, RPh COO/president 1985
6	Employment Solutions Personnel Services Inc. 4206 S. College Ave., No. 107 Fort Collins, CO 80525	\$26,200,000 \$20,011,000	51% 35	Staffing services.	970-407-9675 www.employmentsolutions.com	Katherine J. Wagner majority owner 1994
7	Vista Solutions Corp. 2619 Midpoint Drive, Suite F Fort Collins, CO 80525	\$10,781,817 \$8,377,716	51% 14	IT partner with business-class technology; customized hardware, software and services; local cloud computing.	970-212-2940 www.vistasolutions.net	Linda Vomaske principal owner 1975
8	CBR International Corp. 2905 Wilderness Place, Suite 202 Boulder, CO 80301	\$8,000,000 \$4,500,000	100% 40	Global, full-service product, clinical and regulatory compliance consulting group. The company's staff and consulting affiliates offer detailed and strategic services to members of the bio-technology,	720-746-1190 www.CBRIntl.com	Joan Lawson executive director of contracts and communications 1999
9	Rhinotrax Construction Inc. 1035 Coffman St. Longmont, CO 80501	\$6,500,000 \$6,000,000	100% 13	Office, industrial, retail, industrial renovation, tenant finish, multi-family ground up and renovation.	303-682-9906 www.rhinotraxconstruction.com	Michele Noel-King owner 2004
10	Avocet Communications Co. 425 Main St. Longmont, CO 80501	\$6,342,302 \$6,670,020	51% 10	Develops integrated marketing programs.	303-678-7102 www.avocetcommunications.com	Lori Sutorius Jones president 1980
11	Composite Technology Development Inc. 2600 Campus Drive, Suite D Lafayette, CO 80026-3359	\$6,000,000 \$6,000,000	100% 27	Composite products for energy, aerospace, and defense including electrical and thermal insulation, composite tanks, solar arrays, and satellite components. Testing, engineering and design services.	303-664-0394 www.ctd-materials.com	Naseem A. Munshi President 1988
12	Textile Network Inc. 501 E. Simpson St. Lafayette, CO 80026	\$5,500,000 \$5,500,000	100% N/A	Specializing in plastic hardware, webbing, elastic, cord, bungie and research and development consultation.	303-666-9599 www.texnetinc.com	Roxann Weidemaier Pamela K. Resendez co-owners 1990
13	Bolder Staffing (BSI) and Bolder Professional Placements (BP2) 350 Interlocken Blvd., Suite 106 Broomfield, CO 80021	\$5,468,140 \$6,111,191	100% 218	Specializing in temporary, temp-to-hire, direct and contract hire for administrative, skilled labor, executive, management, engineering, IT and professional positions.	303-444-1445 www.bsihires.com	Jackie Osborn CEO 1992
14	Motherlove Herbal Co. 1420 Riverside Ave. Suite 114 Fort Collins, CO 80524	\$4,900,000 \$4,250,000	100% 17	Organic herbal products for pregnancy, birth and breastfeeding.	970-493-2892 www.motherlove.com	Silencia Cox vice president 1990
15	Housing Helpers of Colorado LLC 2865 Baseline Road Boulder, CO 80303-2311	\$4,765,976 \$4,325,190	75% 25	Relocation services company providing integrated housing solutions for corporations and individuals including: rental locating, real estate, corporate housing, area tours, destination services.	303-545-6000 www.housinghelpers.com	Stephanie Iannone owner 1987
16	Accent Electrical Services Corp. 7223 W. 118th Place, Unit L Broomfield, CO 80020	\$4,700,000 \$4,700	51% 45	Certified woman-owned commercial electrical contractor specializing in new construction, tenant finish, design build and commercial service.	303-466-8966 www.accentes.com	Donna Neddeau president 2003
17	Restoration Specialists Inc. 6930 W. 116th Ave., Suite 50 Broomfield, CO 80020	\$4,085,040 \$3,722,471	56% 38	Commercial subcontractor specializing in caulking, waterproofing, mechanical expansion joints and concrete and masonry repair.	303-460-8060 rsi-co.com	Elizabeth Traut Bosio president 1990
18	Grandrabbit's Toy Shoppe 2525 Arapahoe Ave. Boulder, CO 80302	\$3,500,000 \$3,500,000	100% 40	Specialty toy store. Birthday parties, kids music, art and movement classes, parent and child open play time.	303-443-0780 www.grtoys.com	Lynne Milot founder 1977
19	Allura Skin, Laser & Wellness Clinic 2032 Lowe St., Suite 103 Fort Collins, CO 80525	\$3,337,000 \$2,842,000	100% 31	Skin care, facial laser, botox, dermal fillers, hCG diet, spa, laser vein treatments, bio identical hormones.	970-223-0193 www.alluraclinic.com	Rebecca A. de la Torre Yvonne Hampson owners 2008
20	North Boulder Physical Therapy 3000 Center Green Drive, Suite 110 Boulder, CO 80301	\$3,245,987 \$2,816,356	100% 28	Sports, orthopedic, auto, work injury, Pilates, knee, ankle, shoulder, incontinence, braces, orthotics, women's health, TMJ, vertigo.	303-413-9903 www.northboulderpt.com	Debra Layne owner 1979
21	ExperiencePlus! Bicycle Tours 210 E. Oak St., Suite C Fort Collins, CO 80524	\$3,000,000 \$2,700,000	100% 4	Multi-day, full-supported cycling tours in Europe and South America.	800-685-4565 www.experienceplus.com	Maria Elena Malpezzi Price general manager co-owner 1972
22	WishGarden Herbs Inc. 3100 Carbon Place, Suite 103 Boulder, CO 80301-6134	\$2,700,000 \$2,001,000	100% 27	Manufacturer of medicinal herbal supplements.	303-516-1803 www.wishgardenherbs.com	Catherine Hunziker chairwoman 1979
23	Linden 223 S. Howes St. Fort Collins, CO 80521	\$2,400,000 \$1,900,000	100% 20	Marketing and communications company. Provides market research, branding, website design, online marketing, social media, public relations.	970-221-3232 www.golinden.com	Susie Cannon president 1996
24	Bobo's Oat Bars 6325 Gunpark Drive, Suite B Boulder, CO 80301	\$2,400,000 \$2,400,000	100% 40	Manufactures all-natural, vegan, wheat-free and gluten-free breakfast/energy bars using organic, non-refined and non-GMO ingredients.	303-938-1977 www.bobos oatbars.com	Beryl Stafford CEO/founder 2003
25	Tomato Travel Inc. 3000 Center Green Drive, Suite 220 Boulder, CO 80301-2364	\$2,100,000 \$1,850,000	100% 3	Affiliated with the Travel Society LLC, a full-service travel agency specializing in luxury, leisure and small-business corporate travel arrangements.	303-444-4236 www.travelsociety.com	Jan Carter owner/president 1995

Researched by Kiley Gant

Regions surveyed include Boulder, Broomfield, Larimer and Weld counties.

Source: BizWest survey



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DWYER from 4B

and conference center toward the pinnacle of the company, and it's a distinction Dwyer hopes his 130 employees and associates can hang their hats on in the future.

His team is comprised of people from varied backgrounds, from college students to experienced professionals. Meeting each person where they are and encouraging their growth is part of his process as a manager. He strives to encourage his associates – many of whom are women – into leadership roles, and finds that family means a lot to them.

"It's important to be cognizant of that," Dwyer said.

The philosophy meshes well with his hotel's ideals, too. "We're very much a kids-friendly hotel, and family is a cornerstone of Embassy," he said. "We have to display that with our team."

Anne Marie Cole began working with Dwyer when he came to the hotel a handful of years ago.

"It is very rare that you find a general manager that is willing to support the team to the level that he does and not really want the credit for it," Cole said.

Dwyer finds a way to connect

with everyone – whether employees or guests – and makes them all feel important, Cole said. She's been impressed by his ability to say yes, whether it's when she asked for support in her career advancement or when trying to meet the needs of a guest. She said Dwyer comes through with support without being pushy.

He also creates a safe environment to make mistakes.

"If you make a mistake, he says, 'OK, kiddo, you'll get it right next time.' We acknowledge it and move on," Cole said.

It's important for his associates to feel that he is a friend, Dwyer said, and he truly wants it to be fun for his employees to come to work. If it's fun for the employees, it will be fun for the guests, and everyone wins. Dwyer encourages employee activities, such as community giving and barbecues, and also strives to make the hotel atmosphere fun – from lemonade in the lobby to video games for guests' children.

Cole loves the atmosphere Dwyer creates.

"Tom has been with our company for a very long time," she said, "and he's a delight to work for."

BRIGDEN from 6B

that works to build good will between people of different cultures.

"My role now is to encourage others," she said. "I really have no regrets of having done what I did. But I really think that anyone who has an interest in public policy needs to get involved."

"Nancy is one of those people who knows what she wants and knows how to get there," said Julie Johnson Haffner, executive director of the McKee Foundation in Loveland and president of Loveland Rotary Club. "She's incredibly organized and she has great networks and she recognizes community needs and community causes and sets about to meet a need or to address a cause with energy, enthusiasm and smarts."

Brigden grew up in rural Maryland, the child of doting parents. She learned about marketing, team building and goal setting while working in marketing and sales for AT&T. From there, she served as campaign drive chair for United Way of Weld County.

"Through my involvement with United Way and City Council, I was asked to be on different boards and commissions. In each of those, my background with AT&T was a great help to me, because of the team building and the goal setting," Brigden said. "You don't do things by yourself in any part of life. You have to rely on other people. Sometimes it is just the right voice at the table to make things happen."

As a public official, she helped make the Poudre River Trail between

Greeley and Windsor a reality by bringing together Weld County, the city of Greeley and the town of Windsor to make it happen. As part of Rotary, she helped build the Poudre Learning Center on the Poudre River Trail.

"We pulled together all the Rotary clubs in Weld County," she said. "Instead of doing a smaller project for the 100 years of Rotary, we took on the Poudre Learning Center, an old two-room schoolhouse that had been dismantled and put in storage, to try and move it to a different location."

Rotary raised nearly \$3 million for the facility, which teaches visitors about the history, ecology and biology of the river and how important water is to the area.

"When something that you care about and you put your all into is able to go forward, it really gives you such a sense of satisfaction, and it isn't that you've done it but that you were in the right place with the right people to make things happen," Brigden said, "and that's very addictive. It is very satisfying."

She added that she often reads that what people are looking for in life are connections and the ability to make things happen.

"I think that's been the real blessing for me in my life," Brigden said. "I've always had great mentors, coworkers, employees, often good bosses, too, who really helped to coach me along. That to me is why you keep doing things."

JONES from 8B

and organizational development," she said. "We taught people to be process facilitators and work cross culturally with community and school groups, helping them create agendas for their communities."

From there, she moved into public administration. "Oregon had just approved a major land-use law for the state and I was hired to do community outreach and facilitate groups working on comprehensive land use plans"

After a year and a half, she was hired by the city manager's office in Gresham, Ore., to work on a variety of policy issues and projects for the community. The English teacher in her came out.

"I had a reputation with my red pen," she said. "It's so important to communicate well and I was a stickler. It's not about looking smart and showing that you're an expert, it's about making the information understandable to all audiences."

She was invited to interview for the Fort Collins deputy city manager position. She accepted and the rest is public history. While the physical characteristics of the community have changed, she said, the heart and soul of the city remains robust.

"I feel so good about my contributions and hope I've added value to this community," she said. "I've worked on

"I HOPE MY LEGACY IS THAT I'VE BEEN A DECENT AND GOOD FRIEND TO OTHERS."

Diane Jones

so many projects, and you never do it alone. It's collaborative. You work with support people, professional people and citizen committees who all contribute. I love public service because it's about making life better for the community."

Jones still is working part-time for the city as she transitions into retirement.

"I'm grateful I can still do something useful," she said, "but, at the same time, I'm glad I don't have 20 things to juggle simultaneously."

While she's proud of her work, she's also proud of the friendships she cultivated over the years.

"As I get older, I realize it's not the things you do, it's the friends you make," she said. "So I hope my legacy is that I've been a decent and good friend to others."

LIDDELL from 9B

community Colleges and the National Institute for Leadership Development Institutes, there has been an increase of more than 200 percent of women in higher-education CEO roles since 1980.

She also helped establish and continues to chair a doctoral scholarship program through AAWCC.

Depending on the program's budget, one to two women are awarded financial assistance to complete their doctoral studies each year.

"It takes tens of thousands of dollars and one to two years to complete doctoral programs," she said. "They can't work full-time and still have other financial responsibilities too."

"Lots of those women are single moms, so that adds to the hardship."

In exchange for winning the award, candidates are required to pay something back to the community. Some have started additional scholarships, and some mentor other women who have issues in school.

Liddell believes times are changing for women in the workplace, but statistics still point to smaller salaries compared with those of male colleagues.

"Women ask me, 'How do you ask for more?' It's still a dichotomy," she said. "Women have to be tough and make hard decisions. Asking for more money is one of those challenges."

"I MADE IT A PERSONAL MISSION TO HELP PEOPLE MAXIMIZE THEIR POTENTIAL"

Marilynn "Marsi" Liddell

Her general advice for success applies to both men and women:

"You have to be willing to step out of your comfort zone," she said. "For me, it started by moving out of the classroom even though I wasn't sure I'd be any good at administration."

"I always say just try it. You can always go back if what you try doesn't work."

Liddell's co-workers credit her with encouraging lifelong learning, to the benefit of themselves and their organizations.

"She has taught me much in terms of interpersonal relationship building, organizational leadership, problem-solving and conflict management," said Sandra Owens, chief legal officer at Aims. "She conveys her own personal experiences as a testament to what can be achieved with hard work and perseverance."

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MACQUIDDY from 10B

of Greeley and Northern Colorado,” said Steve LaForest, branch manager at FirstCal Mortgage in Greeley and chairman of the board of directors for the Greeley Chamber of Commerce. “I have found there are few people Sarah doesn’t know in this community and all of them speak very highly of her both in a personal and business manner. No matter what Sarah touches, it will always be done right.”

MacQuiddy’s first job out of college was for an employment agency, a springboard that launched her into the business world. She spent nine years there, 10 at United Way of Weld County – where she was campaign director – and 10 as president of the Greeley Convention and Visitors Bureau.

All these positions “afforded me the most amazing opportunities,” MacQuiddy said. The biggest was to make numerous business connections in Northern Colorado and the state as a whole.

She was appointed by Gov. Bill Owens to sit on the Colorado Tourism Office Board. She worked her way up the chain of command to chair the board, all the while continuing her work with the Greeley Convention and Visitors Bureau.

“What a great opportunity it was for a gal from Greeley, Colo., wanting to sell the entire state. I think it really helped reposition Greeley in

“I LIKE CHANGE AND AM WILLING TO TAKE ON NEW CHALLENGES.”

Sarah MacQuiddy

the minds of the people I came in contact with. We were kind of sleepy then, but now we are wide awake,” she said. “The stars have aligned and Greeley has come into its own.”

She was hired as president of the Greeley Chamber of Commerce in December 2004. The chamber position allowed her to spend more time tackling important issues in the community.

Education is a major Chamber priority, since the business community needs qualified and educated employees, she said. Good schools attract businesses.

“We really believe in broadening our scope. That’s what is driving all economies in Colorado. People are crossing over and living in one community and working in another one,” MacQuiddy said. “We see this as a dynamic change happening in Northern Colorado. It is really important that we capture what are those regional challenges as far as economic development, water and workforce.

MIKKELSON from 11B

Guaranty 50 Club members receive a monthly newsletter and access to special trips and community events. Over the years, Mikkelson has organized everything from bus tours exploring Colorado history, viewing fall colors or gambling in the Colorado casinos to cultural events at places such as Greeley’s Union Colony Civic Center. She and her senior customers flew to Dallas last year to see the Broncos play and plan to bus to Santa Fe, N.M., later this summer.

Mikkelson came to banking more than 30 years ago, after a career in a different field, with a belief in helping people as they age. Customers 50 and older make up Guaranty Bank’s “core depositors,” Mikkelson said, and as such they deserve a little extra.

“It’s something special for our people,” she said.

Guaranty Bank is a Colorado corporation with 28 branches along the Front Range. It serves more than 4,500 Guaranty 50 Club members.

The work she does draws new clients to the bank, but the best part of her job is helping people stay connected, she said. Her clients have a zest for life, but often bump into the limitations that come with age, such as decreased mobility or the loss of a spouse, she said. Mikkelson’s work offers them opportunities to engage with the world in a fresh way.

“People say, ‘I used to do those

“THE COMMITMENT HAS BEEN THERE TO DRIVE ME TO STAY WITH IT.”

Flo Mikkelson

things by myself, but now I’d like to just get on the bus and let the driver handle the traffic and enjoy the ride,” she said.

Mikkelson stays connected with her community through volunteer service with a variety of Greeley-based nonprofits and city organizations. She also is a wife, mother and grandmother.

Many of her clients try things through her program they wouldn’t have otherwise done, she said. It’s something that keeps her coming to work each day.

“I’m sure other people could do this work, too,” she said, “but the commitment has been there to drive me to stay with it all these years.”

While some people settle into routine as they age, Mikkelson keeps expanding her comfort zone, Bond said.

“She is very hungry to learn,” he said. “I admire that in anybody, much less someone who has maintained it well into her 80s.”

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SMITH from 12B

she has been responsible for \$175 million of the company's business. She is responsible for sales in the Front Range as well as federal projects.

"What drives me is that I want to support Neenan," Smith said. "It's family to me. It's important to see it succeed. The fact is that we take a much different approach. It's not just about selling a building; it's about selling a process."

Smith has been influential in many of Neenan's signature projects. Three stand out as her most rewarding, since she was at the helm in the front-end planning and sales phases:

■ The 153,000-square-foot expansion at the YMCA of the Rockies in Estes Park, which Neenan designed and built. The project has expanded the YMCA's reach to accommodate more than 1,000 guests and serve as a world-class conference destination. Before, the campus was a poorly organized mish-mash of architectural styles and strung-out buildings with poor pedestrian access. Now, the Y is cohesive, pedestrian friendly and attractive to new groups of people such as those who want to hold large conferences.

■ Her instrumental work behind Neenan's successful bid to develop Colorado State University's Powerhouse Energy Campus, a nearly 1,000-square-foot LEED Platinum energy research complex in Fort Col-

"WHAT DRIVES ME IS THAT I WANT TO SUPPORT NEENAN. IT'S FAMILY TO ME. IT'S IMPORTANT TO SEE IT SUCCEED."

Donna Smith

lins. "The Powerhouse was a super challenging project with lots of constraints," Smith said. "The technologies they wanted to use were not used anywhere in the United States. It really pushed the boundaries." Now, the hope is that the Powerhouse technologies will be used elsewhere in the country.

■ The Bohemian Foundation's headquarters at 262 E. Mountain Ave. in Old Town Fort Collins. The Mitchell Block was completed in 2009 by Neenan and includes 33,385 square feet of space in four stories. The project was awarded Gold certification in Leadership in Energy and Environmental Design.

Smith's commitment to the community reaches beyond her job to volunteer activities such as United Way.

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April Peterson, Warren Federal Credit Union
 Sue Wagner, Bank of Colorado
 Debbie Davis, Guaranty Bank and Trust Co.
 Kim Larson, Edward Jones Investments
 Kristi L. Benningsdorf, First Western Trust

Business and Business Services

Krista D. Shuman, Hall and Hall
 Gretchen Gaede, A-Train Marketing Communications
 Lisa Poppaw, Fort Collins City Council
 Kristin Gollither, WildRock Public Relations and Marketing
 Jody Waterman, Youngevity
 Stacy L. Johnson, Town of Windsor
 Teri Segelke, J&T Feeds
 Maureen Berkner Boyt, The Moxie Exchange Movement
 Patricia A. Barlow, Blue Mesa Group
 Nikki Mosbrucker, Flood and Peterson

Education

Dr. Sherilyn Marrow, University of Northern Colorado
 Susan Schell, Colorado State University College of Business
 Alison Baumgartner, Colorado

State University Department of Anthropology
 Colleen Laub, Institute of Business and Medical Careers
 Dr. Rosemarie Russo, City of Fort Collins / Transition Fort Collins
 Dr. Ranelle Lang, Greeley-Evans School District 6

Exceptional Volunteer

Susan Larson, JBA Wealth Management, CARE Management, Rotary Club of Fort Collins
 Leona Stoecker, Longmont Area Economic Council
 Peggy McGough, Fort Collins Senior Center Expansion Committee
 Kathleen Baumgardner, Feeding Our Community Ourselves
 Vikki Wagner, University of Colorado Health

Government, Energy and Utilities

Heidi Phelps, City of Fort Collins
 Kate Rusch, Town of Estes Park
 Renee J. Wheeler, Loveland Fire Rescue Authority
 Jane Viste, Larimer County Department of Health and Environment
 Barbara Kirkmeyer, Weld County

Health Care

Carol Wittmer, Eye Center of

Northern Colorado
 Helene Stout, The Women's Center of Northern Colorado
 Lynn Sanchez, City of Fort Collins
 Jeanne Bruni, Hillcrest of Loveland
 Dr. Prema Jacob, Miramont Family Medicine
 Susan C. Flynn, Colorado Physical Therapy Specialists

Leading Lady

Jahna Eichel, Northern Colorado Mom-Owned Business Association
 Angel Meakins Kwiatkowski, Cohere
 Elizabeth VanDyne, Making Progress
 Bonnie Trowbridge, Lightning Hybrids
 Lee Porter, InnovatioNews
 MaryJo Chenoy, Douglass Colony Group Inc.
 Susan Schell, Colorado State University College of Business
 Kathi Wright, Boys and Girls Clubs of Northern Colorado

Nonprofit Human Services

Michelle Boyle, Ramstrength
 Ana Pasini, 3Hopeful Hearts
 Sue Walker, Healing Warriors Program
 Beth Heckel, Think Humanity Inc.
 Amy Pezzani, Food Bank for Larimer County
 Kellie Falbo, Sustainable Living

Association
 Katy Mason, Larimer County Office on Aging
 Judy Scherpelz, Rocky Mountain Raptor Program
 Maggy Murray, Project Self Sufficiency
 Sally Montgomery, Mosaic of Northern Colorado
 Marisa Martinez, Alliance for Suicide Prevention of Larimer County
 Donna Benson, North Colorado Medical Center Foundation
 Cheryl Distaso, Fort Collins Community Action Network (FC CAN)

Outstanding Mentor

Mary Ann Huffines, Loveland Center for Business Development
 Michelle Stalker, City of Loveland
 Colleen Lamb, Institute of Business and Medical Careers

Real Estate, Construction and Development

Cynthia Reffler, CJR Homes
 Francie Martinez, Elevations Real Estate / Fort Collins Board of Realtors
 Kelli Couch, The Group Inc. Real Estate
 Kate Baker, Brinkman Partners
 Trish Sandau, Northern Colorado Traffic Control



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Health: Robin Downing, The Downing Center for Animal Pain Management

Volunteerism: Mims Harris

Nonprofit: Vicki Lutz, Crossroads Safehouse

Education: Kay Norton, University of Northern Colorado

Banking and Finance: Lorna Reeves, Cache Bank and Trust

Real Estate, Construction and Development: Chalice Springfield, Sears Real Estate

Outstanding Mentor: Jim Barnett, Bank of Choice

2010

Education: Holly Bressler, Greeley-Weld County School District 6

Nonprofit Human Services: Mary Carraher, Project Self Sufficiency; Ruth Lytle-Bartleby, Poudre Valley Health System Foundation

Business and Business Services: Judy Dorsey, Bendle Group; Sharie Grant, OfficeScapes
Outstanding Volunteer: Paula

Edwards
Nonprofit Creative Services: Denise Freestone, OpenStage Theatre Company

Outstanding Mentor: Connie Hanrahan, The Mantooth Co. Real Estate, Construction and Development; Linda Hopkins, The Group Inc. Real Estate

Banking and Finance: Louise Kuntzelman, First National Bank Investment Management

Government: Kathy Phifer, Colorado State University

Health Care: Marilyn Schock, McKee Medical Center

2011

Government, Energy and Utilities: Julie Field, judge, State of Colorado Eighth Judicial District

Nonprofit Creative Industries: Annette Geiselman, Discovery Science Center

Business and Business Services: Pam King, Better Business Bureau

Education: Colleen Laub, Institute of Business and Medical Careers

Nonprofit Human Services: Leona Martens, Weld Food Bank

Real Estate, Construction and Development: Deanna McCrery, The Group Inc. Real Estate

Outstanding Volunteer: Yvonne

Myers, Columbine Health Systems
Banking and Finance: Julie Piepho, Cornerstone Mortgage Co.

Outstanding Mentor: Jean Schober Morrell, University of Northern Colorado Office of Development and Alumni Relations

Health Care: Ann Yanagi, Poudre Valley Health System

Leading Lady: Trudy Sargent

2012

Leading Lady: Lucia Liley, Liley, Rogers and Martell; Leona Martens

Business and Business Services: Pam Bricker, Downtown Development Authority

Real Estate, Construction and Development: Susie Ewing, The Group Inc. Real Estate

Nonprofit Human Services: DeeAnn Groves, Senior Resource Services

Government, Energy and Utilities: Betsey Hale, City of Loveland

Nonprofit Creative Industries: Juliana Hoch, Loveland Opera Theater

Outstanding Volunteer: Nancy Richardson, OtterCares

Health Care: Avie Strand, Larimer County Department of Health and Environment

Education: Karen Trusler, Weld

RE-4 Windsor-Severance Schools
Banking and Finance: Nancy Patton, Public Service Credit Union

2013

Banking and Finance: Mary McCambridge, Home State Bank

Business and Business Services: Wynne Odell, Odell Brewing

Real Estate, Construction and Development: Helen Gray, The Group Inc. Real Estate

Nonprofit Human Services: Sister Mary Alice Murphy

Government, Energy and Utilities: Becky Safarik, City of Greeley

Nonprofit Trade Associations: Ann Hutchison, Fort Collins Chamber of Commerce

Outstanding Volunteer: Linda Volmaske, Vista Solutions

Health Care: Karen Rossman, North Colorado Medical Center

Education: Laurel Kubin, Colorado State University

Nonprofit Creative Industries: Cheryl Donaldson, Museum of Discovery

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