

Special Section B
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NORTHERN COLORADO WOMEN OF DISTINCTION 2012

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Northern Colorado
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A note from the publisher

It's with great pleasure that I present the fourth annual Northern Colorado Business Report Women of Distinction Awards.

Our 2012 honorees are no less impressive than the previous three classes. They represent some of the best business people of either gender in our region, as well as some of the most energetic volunteers and mentors, always willing to give of themselves for the greater good — an important component of our award criteria.

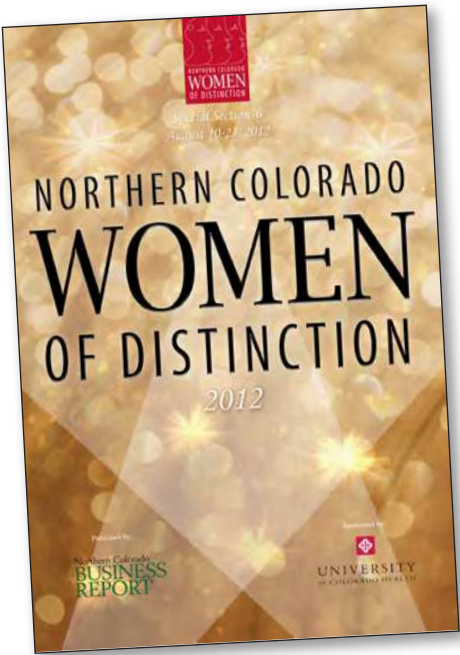
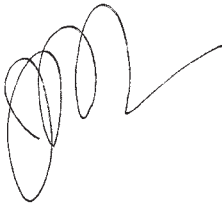
Ten of this year's Women of Distinction award winners are profiled in the following pages, demonstrating how our selection committee once again chose wisely and well. It's not an easy job, either. The pool of nominees numbered more than 100, and all were more than worthy of inclusion. My thanks goes out to all committee members for their hard work!

I'd also like to thank the sponsors whose generosity makes it possible for us to bring the accomplishments of these impressive women to your attention. First, I want to thank the companies that remain as charter sponsors: University of Colorado Health, The Women's Clinic, the Monfort College of Business, EKS&H, the BBB serving Northern Colorado and Wyoming, Palmer Flowers, and First National Wealth Management. Additionally, Columbine Health Systems, Cache Bank & Trust, DaVinci Sign Systems Inc., KUNC, Social Media Pilots and the Caldera Event Group LLC, Allura, Sathers, and Eye Center of Northern Colorado.

And, as always, thanks to our staff, especially De Dahgren, who make all our events possible — you all are also persons of the highest distinction.

Sincerely,

Jeff Nuttall, publisher
Northern Colorado Business Report



<i>Outstanding Volunteer</i>	3B
<i>Non-profit Human Services</i>	4B
<i>Non-profit Creative Services</i>	5B
<i>Banking & Finance</i>	7B
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<i>Real Estate, Construction and Development</i>	13B
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<i>Health Care</i>	15B
<i>Education</i>	17B
<i>Leading Lady of Northern Colorado</i>	19B

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OUTSTANDING VOLUNTEER

Richardson's priority: low-income children

BY STEVE LYNN

slynn@ncbr.com

Nancy Richardson's drive to help others began in third grade, when she delivered Christmas gifts to low-income families.

The experience of wrapping gifts and delivering them directly to families in their homes would profoundly shape her life. She has continued to feel joy through the act of giving ever since.

"That's just stuck with me in my heart," she said.

Her efforts have persisted with OtterCares, the nonprofit charity tied to Otterbox, the Fort Collins protective case company founded by her husband, Curt.

Richardson raised two children, JC and Josh, in Fort Collins. As president of OtterCares, she aims to offer children the same opportunities her sons had growing up.

Richardson and her husband always have supported the region, but she started the nonprofit to help youth in a more strategic manner. The organization employs three staffers.



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► See **Richardson, 6B**

Richardson and her husband, Otterbox founder Curt Richardson, established their charity, OtterCares.

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NON-PROFIT—HUMAN SERVICES

Groves makes eldercare a lifelong passion



BY MAGGIE SHAFER
mshafer@ncbr.com

While most of her classmates took piano lessons, did homework or played outside after school, DeAnn Groves would walk across the street to the local senior center, owned by her grandmother, where she would spend her afternoons talking to, feeding and caring for its tenants.

It didn't take long for Groves to realize caring for the elderly was something she was born to do.

As the founder and executive director of Greeley's Senior Resource Services, Groves' accomplishments reflect a lifelong commitment to a cause.

After earning a master's in gerontology from UNC, Groves served as the director of the gerontology department for the Greeley Medical Clinic before becoming executive director for the Greeley Medical Foundation in 1989.

When her mother developed Alzheimer's disease in the 1980s, Groves realized how little was available in Greeley to assist adult children in caring for their aging

➤ See **Groves, 6B**

Groves established Greeley's Senior Resources Services in her own retirement years.

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NON-PROFIT—CREATIVE INDUSTRIES

Loveland Opera's Hoch hits the right notes

Trained by some of the best, she is renown globally

BY DAN COOK
news@ncbr.com

Known as “the voice” for performing arts and classical singing in Northern Colorado, Dr. Juliana Hoch’s life is filled with the joy of music, and bringing that joy to others.

As founder and executive director of Loveland Opera Theatre, Hoch spearheads one of Northern Colorado’s top opera companies – and taking on all the responsibilities that come with it. From accounting and budgeting to auditioning artists to stage direction and conducting, Hoch does it all.

The Denver native honed her talents at some of the most prestigious music schools in the country, earning her bachelor’s degree in vocal performance from the Eastman School of Music, and a master’s from the Manhattan School of Music.

► See **Hoch, 8B**



Hoch founded the Loveland Opera Theatre in 2005.

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RICHARDSON from 3B

"We have a passion for children," Richardson said.

Her nonprofit offers multiple programs, such as Pack2School, an annual school supply giving event where low-income students can pick up backpacks full of school supplies.

Richardson saw an opportunity to continue the program after the Education and Life Training Center stopped organizing the program. Through OtterCares, the program will help some of the more than 8,000 Poudre School District students who won't be able to afford school supplies.

The program should continue

to see plenty of participation with OtterCares at the helm. The number of children living in poverty in Larimer County has increased 1.9 times faster than the state and 6.8 times faster than the nation since 2000, according to a report from the Healthier Communities Coalition.

"We couldn't let a great event like that go because there's so much need," she said.

Beyond making her own contributions, Richardson has inspired others to give through OtterCares' Get It, Grow It, Give It Challenge, also known as the G3 Challenge.

During the event, established in

2010, OtterCares gave every Otterbox employee \$200 to donate to a nonprofit of their choice. Richardson also challenged employees to increase the donation.

Employees held bake sales, sold swim lessons and got their children to raise money by selling lemonade. More than 70 local and national organizations received more than \$70,000 in donations from the challenge.

The second OtterCares G3 Challenge resulted in employee pledges of more than 1,300 volunteer hours and donations of more than \$266,000 to more than 150 local and national organizations.

GROVES from 4B

parents.

Her mother's death was all the prompting she needed to set up a Weld County office for the Alzheimer's Association-Rocky Mountain Chapter, where she assisted in providing resources and support for those with the disease and their caretakers. She still serves as a member of the Colorado Alzheimer's Coordinating Council.

After her husband's retirement, Groves decided it was also time for her to release some of her own responsibilities and slow down. But even as a retiree, she found herself still receiving calls from former patients and, aware of the community's lack of alternatives, she felt compelled to help.

"I could see that there was still so much more that needed to be done," she said. "If there is a way to help others, then I will."

In 2006, just eight years after retiring, Groves started the nonprofit Senior Resource Services, a volunteer-run organization committed to assisting seniors and their families in addressing the issues that come with aging. The organization provides numerous services from transportation to health care assistance to a simple friendly phone call through their various programs.

With Groves as executive director, SRS volunteers provide on average 400 rides a month, and its 161 respite volunteers often put in more than 30 hours monthly. The center currently has 341 clients, a 27 percent increase from the previous year, and a growing number of volunteers.

"I do it because I am one of them (a senior)," said Groves, who turned 78 this year. "I can see exactly what's happening physically and mentally as I'm aging."

"I'm just getting the services in place I'll need for me so all my kids will have to do is make a phone call," the mother of three and grandmother of six added with a laugh.

Groves' recognitions include Volunteer of the Year in 1996 for the Alzheimer's Association, Business Woman of the Year in 1994 for the Centennial Rotary Club of Greeley and Diplomat of the Month for the Greeley Chamber of Commerce.

But she doesn't do what she does for the accolades. Groves describes her work as rewarding in itself ("It's a non-profit – I'm certainly not doing it for the pay.") and said if you volunteer just once, you're hooked.

"I love it," she said. "The reward is all of the thank-yous. It's when you lay your head down at night and you realize that helping people was what you were born to do."

Northern Colorado Rehabilitation Hospital OUTPATIENT CENTER



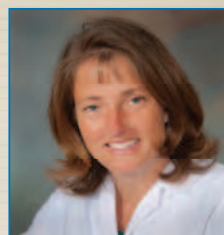
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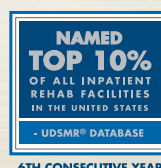
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6TH CONSECUTIVE YEAR

BANKING & FINANCE

Patton's 'red'-hot button: financial literacy

BY MOLLY ARMBRISTER
marmbrister@ncbr.com

Nancy Patton doesn't have decades of banking experience under her belt, but she received years of education when Norlarco Credit Union became the first financial institution in Northern Colorado to succumb to the recession.

Patton had been at Norlarco for just two years when the institution was taken into conservatorship in 2007. Patton stayed onboard when the credit union was purchased by Public Service Credit Union in 2008, and remains there today as director of business development.

"Our members felt betrayed, insulted and angry," Patton recalled.

As a member of Norlarco herself, Patton considered the failure a "personal affront." She used that empathy to help customers deal with the situation and make necessary transitions.

"When one or two leaders make a bad choice, you don't blame that on the whole industry," she said.

Denver-based PCSU has remained a healthy financial institution in the community, one that works to improve financial literacy of the com-

► See **Patton, 8B**



Patton regularly visits area employers to help workers learn how to better understand their finances.

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PATTON from 7B

munity, with Patton's help.

Committed to helping people understand their finances, Patton works with organizations like Make Change NoCo and BeLocal to educate those who need it.

"It makes me really angry that the people who really need every cent of their tax returns are the ones who get conned out of money," Patton said. "We want this area to be smarter about their finances."

One of the most effective tools in her arsenal is the "Lunch and Learn," which brings her to various workplaces throughout the region to speak to any given company's employees about financial literacy.

These sessions are well-attended, Patton said, and supported by employers like Poudre Valley Health System, Columbine Health System and Gallegos Sanitation, to name a few.

"Employers are increasingly concerned about their employees," Patton said.

During Lunch and Learns and other information sessions, Patton

teaches attendees about how simple steps can be taken to improve finances and gain knowledge.

"Free education can do amazing things for your finances. That knowledge can save you so much money and give you so much power," Patton said.

When Patton isn't talking finance, she's performing theater. This year marks 20 years since she helped found the nonprofit performance group "Encore! Encore!" The group will be performing "The Musical Comedy Murders of 1940," at the Lincoln Center beginning Aug. 10.

Patton also serves on the steering committee of Leadership Northern Colorado and is part of the Larimer County Workforce Investment Board.

At home, Patton is a wife and mother of three children. Over the years, support from her husband and following her mother's examples helped her to balance career, family and volunteering.

"We have to juggle a lot of plates as women: work, family, following our passions, but thankfully we're pretty good at juggling."

HOCH from 5B

Hoch continued her musical studies at University of Northern Colorado, earning a doctorate.

Meantime, she was performing one of the most challenging soprano roles ever written with opera companies around the country and internationally. In the process, she established a reputation for artistic excellence extending far beyond her home state.

Throughout her academic and performing career, Hoch has given private voice lessons to eager and talented students.

Over the years, her students have earned hundreds of thousands of dollars in scholarships, a testament to Hoch's ability to mold and direct young talent.

But over time she found herself yearning to plant musical roots in Loveland and share her love of opera with the larger community.

In 2005, Hoch founded the Loveland Opera Theatre. Today, the company attracts top talent to direct and perform in its productions. Among the productions have been "Hansel and Gretel" and "HMS Pinafore," in addition to numerous fundraising galas featuring the music of Puccini, American art songs and patriotic favorites.

Hoch does not limit her vision to musical productions. She has developed several workshops facilitated by the opera company.

One, Finding Truth in Singing, is a national workshop teaching relaxation techniques, auditioning skills and acting improvisation. Another highly praised workshop is Project Breathe. Presented to middle and high school students primarily to improve singing technique, Project Breathe has also been useful for students to relieve stress before advanced placement testing.

William Barto Jones, assistant conductor of the New York City Opera, travels to Loveland to work with Hoch during the yearly Finding Truth workshop. Jones said he's always struck by Hoch's kindness, tenacity and enthusiasm for her students and the LOT.

"She makes it clear that opera can and should be fun," said Jones. "We've had terrific results with the workshop, and participants have all expressed great pleasure in the learning process. They also all get along very well with each other, and that's a credit to Juliana's leadership and the example she sets for them."

In addition to role as executive director of Loveland Opera Theatre and her private voice studio, Hoch also is an active member of the Loveland Area Music Teachers Association, National Association of Teachers of Singing – Colorado/Wyoming branch and the National Opera Association.

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BUSINESS & BUSINESS SERVICES

Bricker gives downtown Greeley its voice

As head of the city's DDA, she focuses on making it 'great'

BY MAGGIE SHAFER

mshafer@ncbr.com

When Pam Bricker moved the flower shop she owned and founded to downtown Greeley in 2009, she wasn't planning to fall in love.

The business owner and chronic non-profit volunteer knew that the city's center would be a good fit for Mariposa Plants, Flowers and Gifts, the business she had poured countless hours of energy into since starting it in 1980. But it didn't take her long to discover that downtown wasn't just a good fit for the shop.

"I fell in love with it (being downtown)," Bricker said. "Being downtown was like being a part of a great neighborhood. The businesses care about each other and help each other out."

She soon became chair of the Downtown Business Association, where she acted as the voice of the

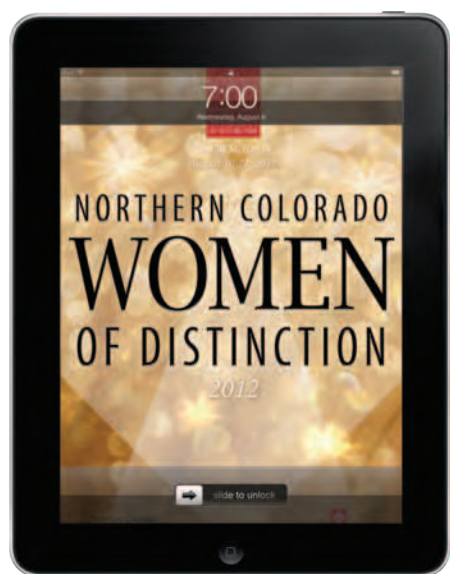
► See **Bricker, 12B**



Bricker likens being downtown to "being a part of a great neighborhood."

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GOVERNMENT, ENERGY & UTILITIES

Hale's emphasis: hard work, relationships



BILL SALLAZ

Hale prefers to do business face-to-face, saying, "You can't neglect people because we all have cell phones now."

BY MAGGIE SHAFER

mshafer@ncbr.com

Betsey Hale had always wanted the simple life.

The upstate New Yorker was born and raised on a farm, earned herself a degree in agriculture from Cornell University and fell in love with a rancher from Montrose, Colo., where she eventually moved and married after finishing a master's in agricultural systems management from CSU.

Her involvement and success on her former husband's ranch was enough to gain some attention from the local community, and Hale was encouraged to run for public office in the area.

Life got a little more complicated.

She became a Montrose County commissioner and soon discovered that agriculture wasn't the only arena she had a knack for.

"This isn't the career I trained for, but in a way it's the career I've been training for my whole life," she said. "Every day I try and think about how I can serve my community better."

After undergoing an extensive interview process, Hale was hired as the business development manager/

► See **Hale, 12B**

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HALE from 11B

ombudsman for the City of Loveland in 2006 and moved to Loveland with her three children. Since relocating, it's been nothing but "boots on the ground" for the since-divorced single mom, whose colleagues can't help but notice the hard-working and relationship-oriented spirit she brings to everything she does.

Hale developed one of the first economic development incentive plans in Northern Colorado and coined the phrase "Where Art and Science Meet" in attracting businesses to the area.

Her efforts have helped lure Crop Production Services, Lightning Hybrids and RoadNarrows to Loveland, and with them, hundreds of jobs.

Hale created the city's Office of

Creative Sector Development in 2011, led the way in the completion of the city's Destination Loveland tourism-attraction plan and was instrumental in the purchase and sale of the old Agilent plant to a developer with hopes of turning the property into an innovation center.

Her work has not been without recognition. She earned a Women of Vision award in 2011, as well as the Grand Marshal title at Loveland's Corn Roast Festival in the same year.

Hale believes her job can be summed up in one word: relationships.

"I've got to engage regularly with the business community," she said. "Business is still done with trust and relationships. It's done face-to-face. You

can't neglect people because we all have cell phones now."

It's not just her business relationships Hale prioritizes, either. When she's not working, Hale is usually spending time with her kids — a topic that, naturally, causes her to light up.

"We've been through a lot together," she said, referencing the move to Loveland when her oldest was still in high school. "But we've been truly blessed by this community."

Her advice for other women aspiring to work in politics and government is simple: never forget who you work for.

"Your customers are the citizens," she said. "And in my department, we are always working to serve our customers better."

BRICKER from 9B

business community. Not long after she was asked to join the Downtown Development Authority, and when the position of executive director became available in 2010, it felt like a natural next step to apply.

She got the job.

As the director of the DDA, Bricker works to ensure the health of downtown. She's done that in part by first by relocating the DDA office to an accessible downtown location, and then by promoting the DDA and what it does with a newly remodeled website, along with other efforts to increase visibility. She also was a key instigator in bringing the Go-Cup District to downtown Greeley, the state's first and only "common consumption" area.

These milestones are all a part of her larger plan to make downtown Greeley "a great place to be," a goal that has led Bricker and her staff at the DDA to tackle a number of redevelopment projects. Under her leadership, their plans include (but are not limited to) building a new hotel and conference center, improving the connectors between the downtown area and UNC, bringing more affordable housing to the area and continuing to invest in the city's long-term economic goals.

In addition to her more-than-full-time load at the DDA, Bricker and her husband volunteer as chairs of the organizational committee for the Greeley Blues Jam, a festival they founded. The festival began as a late-night conversation between friends over margaritas at the Rio, but Bricker has never been one to let anything promising remain just an idea for very long.

The Blues Jam is now in its seventh year, and introduces hundreds of locals and visitors to the nation's original music genre.

Meanwhile, the list of non-profits Bricker has served would impress even the most saintly. She spent time as chair for United Way, as a board member and chair for Weld County Food Bank and board member for Habitat for Humanity, among other volunteer pursuits.

"The commitment I made to the non-profit world is one I've had since I was very young," she said. "I'm not money-motivated; I'm motivated and excited about change, and how I can make things better for a lot of people."

"People will ask me how I get so much done, and I say it's because everything I do I am passionate about," she said. "Follow a passion and make things happen, and start making the world a better place."

And the flower shop? Bricker still owns it, though making the world a better place doesn't leave her as much time to spend arranging bouquets.



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REAL ESTATE, CONSTRUCTION & DEVELOPMENT

Group's Ewing puts an emphasis on service

BY MOLLY ARMBRISTER
marmbrister@ncbr.com

As long as The Group Inc. Real Estate has been a part of Northern Colorado, Susie Ewing has been a part of The Group.

When the company was founded in 1976, a young Ewing was there, working as a receptionist, and new to Fort Collins. At the time, The Group consisted of just one office and employed 12 people. Decades later, the company employs 195 working from five offices throughout the region.

As The Group became more of a force, so did Ewing, working her way up the ranks to her current position as manager of the company's Mulberry office. The Mulberry location is home to more than 40 real estate agents.

Funny thing is, although she has been with one of the region's leading residential real estate firms for 36 years and has been a licensed broker for 28 years, Ewing has never sold real estate.

Her real talent? Managing those who do sell through the booms and busts, a skill that only comes with

► See **Ewing, 16B**



Long a manager, Ewing got her start at The Group as a receptionist.

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BUSINESS
REPORT

LIST

Largest Women-Owned Businesses

Ranked by revenues

RANK	Company	Revenues 2011 Revenues 2010	Percent owned by women Employees 2012	Products/Services	Owner Year Founded Website
1	NEW BELGIUM BREWING 500 Linden St. Fort Collins, CO 80524 970-221-0524/970-221-0535	\$160,000,000 \$145,000,000	54% 435	Belgian-style craft beers.	Kim Jordan 1991 www.newbelgium.com
2	GRAY OIL CO. 804 Denver Ave. Fort Lupton, CO 80621 800-464-4729/303-857-1641	\$104,805,497 \$96,928,494	60% 66	Fuel, lubes, DEF and chemicals.	Tina Jurhee Powell 1937 www.grayoil.net
3	CO'S AUTO GROUP INC. 4150 Byrd Drive Loveland, CO 80538 970-292-5200/970-292-5719	\$50,810,000 \$43,680,000	100% 51	BMW and MINI Cooper automobiles, sales, parts, service, pre-owned cars and trucks.	Christina Dawkins Rosalie VanHerwaarden 1974 www.cosbmw.com,miniofloveland.com
4	GOOD DAY PHARMACY 3780 E. 15th St. Loveland, CO 80538 970-461-1975/970-461-4042	\$28,000,000 \$24,000,000	60% 116	Family-owned community pharmacy chain. Specialties include compounding, bio-identical hormone replacement therapy, medical equipment sales and rentals, pharmacy for assisted living and skilled nursing.	Vicki Einhellig, RPh Nancy Lamb David Lamb 1985 www.gooddaypharmacy.com
5	EMPLOYMENT SOLUTIONS PERSONNEL SERVICES INC. 4206 S. College Ave., No. 107 Fort Collins, CO 80525 970-407-9675/970-407-1214	\$13,500,000 \$8,485,000	51% 17	Staffing services.	Katherine J. Wagner Rick Wagner 1994 www.employmentsolutions.com
6	COLORADO PRECAST CONCRETE INC. 1820 E. Colorado Highway 402 Loveland, CO 80537 970-669-0535/970-669-0674	\$8,300,000 \$6,600,000	54% 84	Manufacturer of precast concrete products, underground utilities, manholes, electrical vaults, septic tanks, architectural products, small buildings, PVC pipes, fuel tanks.	Penny Hayward 1975 www.coloprecast.com
7	THARP CABINET CORP. 1246 N. Denver Ave. Loveland, CO 80537 970-667-7144/970-635-2660	\$7,975,000 \$7,750,000	51% 78	Manufacturer of residential, commercial and specialty cabinets.	Kayleen Fraley 1971 www.tharpcabinets.com
8	VISTA SOLUTIONS CORP. 2619 Midpoint Drive, Suite F Fort Collins, CO 80525 970-212-2940/970-212-2950	\$6,080,692 \$6,368,738	51% 12	Small Business computing solutions including cloud computing, hosted exchange, WAN acceleration, networking, professional grade local and off site backup, medical IT and visual presentation.	Linda Vomaske 1992 www.vistasolutions.net
9	RHINOTRAX CONSTRUCTION, INC. 4161 Mulligan St. Longmont, CO 80504 303-682-9906/303-532-0106	\$5,500,000 \$8,000,000	100% 12	Office, industrial, retail, industrial renovation, tenant finish, multi-family ground up and renovation.	Michele Noel 2004 www.rhinotraxconstruction.com
10	PORTER INDUSTRIES 5202 Granite St. Loveland, CO 80538 970-667-5239/970-635-2566	\$4,800,000 \$4,900,000	51% 175	Cleaning and restoration services.	Marilyn Stone 1967 www.porterclean.com, www.maid-clean.com
11	ALLURA SKIN & LASER CLINIC 2032 Lowe St., Suite 103 Fort Collins, CO 80525 970-223-0193/970-223-2860	\$2,432,000 \$1,900,000	100% 26	Skin care, facial lasering, botox, dermal fillers, hCG diet, spa, massage, laser vein treatments, bio identical hormones.	Rebecca A. de la Torre Yvonne Hampson 2008 www.alluraclinic.com
12	DIESEL SERVICES OF NORTHERN COLORADO 1828 E. Mulberry St., Unit D Fort Collins, CO 80524 970-221-9280/970-221-9286	\$1,730,000 \$1,500,000	51% 15	Repair and service for all trucks, tractors, trailers, fleets, forklifts, earth movers, compressors, generators, cranes, booms and mobile repair service.	Marybeth Snyder 1998 www.dsnc.biz
13	LINDEN 223 S. Howes St. Fort Collins, CO 80521 970-221-3232/970-221-0375	\$1,300,000 \$1,200,000	100% 11	Strategic marketing and communications company providing a full suite of services including: market research, branding, website design, online marketing, social media, PR and more.	Susie Cannon 1996 www.golinden.com
14	DENALI ROOFING LLC 6944 Rosemont Court Fort Collins, CO 80525 970-660-4417/970-672-0486	\$1,118,000 \$428,000	60% 5	Roofing contractor, installation, repair and inspection of all types of roofs. Serving industrial, commercial, residential, multi-family, retail, educational and religious properties.	Katrina Fenzi Stephen Fenzi 2009 www.denaliroofing.net
15	PERFORMANCE PHYSICAL THERAPY & REHABILITATION PC 3519 Richmond Drive, Suite C Fort Collins, CO 80526 970-493-8727/970-493-8739	\$886,565 \$812,335	100% 10	Physical therapy and rehabilitation.	Paula Nickel 1997 www.performance-physicaltherapy.com
16	OGLESBY DESIGN LLC 123 N. College Ave., No. 390 Fort Collins, CO 80524 970-416-8829/970-416-8876	\$783,744 \$526,000	100% 9	Commercial interior design with an emphasis on hospitality and corporate office design.	Dawn Oglesby 2004 www.oglesby-design.com
17	MANTOOTH MARKETING CO. LLC 2715 Sage Creek Road Fort Collins, CO 80528 970-482-7644/970-204-9307	\$534,539 \$605,010	100% 14	Full-service event planning complete with marketing, design, and execution.	Connie Hanrahan 1995 www.mantoothcompany.com
18	RC TELECOM INC. 6250 W. 10th St., Suite 1 Greeley, CO 80634 970-356-4572/970-352-5004	\$390,000 \$223,000	51% 3	Avaya, Alcatel-Lucent, Comdial, Iwatsu, NEC, 3com, structured cabling.	Paula Johnson 1991 www.rctelecom.com
19	JET MARKETING LLC 1929 W. County Road 56 Fort Collins, CO 80524 970-218-4797/970-224-1047	\$375,000 \$396,000	100% 4	Full-service marketing agency generating on-time, on-budget, and on-brand solutions.	Jackie O'Hara 2009 www.jetmarketing.net
20	MACK WEB SOLUTIONS 204 Walnut St., Suite D Fort Collins, CO 80524 970-377-2358/N/A	\$243,000 \$180,000	100% 4	Organic web marketing: SEO, link building, content marketing, and social media marketing; custom website design.	Mackenzie Fogelson 2003 www.mackwebsolutions.com
21	THE FINE ART AND FRAME COMPANY 119 W. Oak St. Fort Collins, CO 80524 970-490-1001/970-407-8264	\$236,095 \$282,023	100% 7	Fine art, limited editions, posters, custom framing, mirrors and art consulting.	Wendy Ann Foster 1992 www.thefineartandframecompany.com
22	COLORADO WOMEN OF INFLUENCE LLC 150 E. 29th St., Suite 250 Loveland, CO 80538 970-817-5315/970-669-7929	\$93,000 \$76,000	100% 2	Referral-only CEO-level women's leadership organization. Our goal is to create a community of supportive female colleagues at an executive level.	Ann Clarke 2009 www.COWOI.com
23	THE FREDERICKSON GROUP 1619 Kelmsley Court Windsor, CO 80550 970-674-3323/N/A	\$67,000 \$56,000	100% 1	Planning and landscape architecture firm specializing in high quality, multi-disciplinary consulting services.	Deanne Frederickson 2000 www.tfgcolorado.com
24	TAX SPECIALISTS OF NORTHERN COLORADO 383 W. 37th St. Loveland, CO 80538 970-667-8300/970-667-0959	\$30,000 \$0	100% 12	Tax preparation.	Laurie Wild 2011 N/A

Region surveyed includes Larimer and Weld counties and the city of Brighton.

N/A-Not Available.

NR-Not ranked/no previous rank.

Businesses must be at least 51 percent women-owned to be eligible for this list.

Researched by Mariah Gant

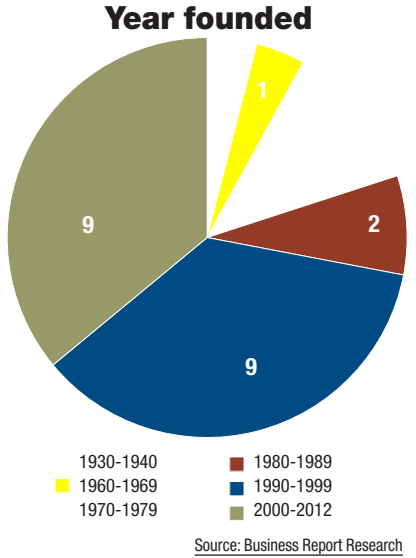
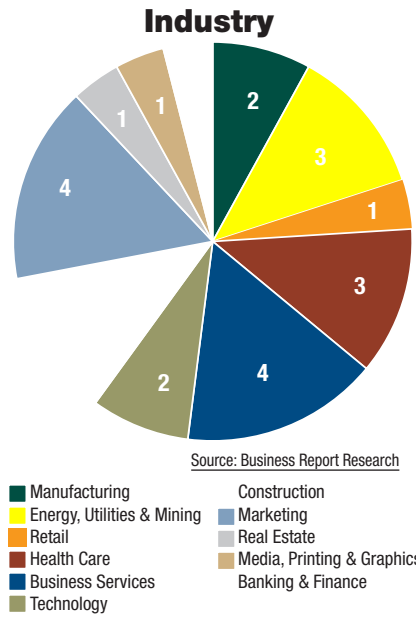
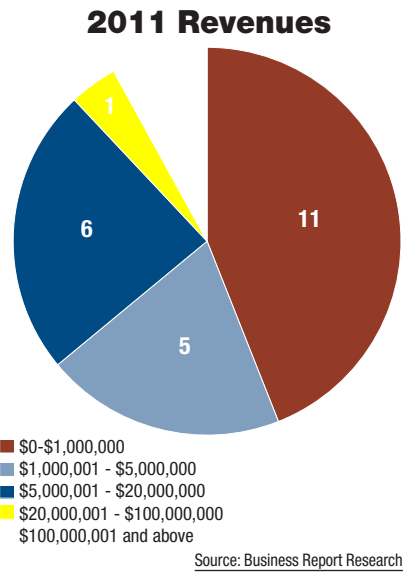
By the numbers

Women own businesses in just about every industry, bringing in millions in revenue and creating nearly 1,200 jobs across Northern Colorado.

Companies on the list range from young, like Tax Specialists of Northern Colorado, founded in 2011, to those that have been around for decades, like Gray Oil Co., founded in 1937.

Some have just one employee on the payroll, a lone woman wearing every hat in the company, while others, like brewing giant New Belgium Brewing, employ hundreds.

They provide services that range from office cleaning to landscape architecture, and in order to be included on our list must be at least 51 percent owned by women.



HEALTHCARE

Community health tops Strand's priorities

She's also worked on hunger, prenatal care and education

BY EDEN SHULMAN
eshulman@ncbr.com

Averil Strand's life, despite many successes, hasn't always been smooth. Her eldest daughter, a renowned biochemist, was diagnosed with multiple sclerosis and has lost the use of her legs.

Personal struggles, of course, are common. How she has dealt with them is what sets Strand apart.

Strand is one of the leading health figures of the Northern Colorado region, heading up the Community Health Services department of Larimer County, a position she has held since 1972.

Her day-to-day duties include overseeing efforts aimed at health promotion, disease prevention, immunization and more.

Among other accomplishments, her department receives the most

► See **Strand, 16B**



Strand has headed up the Larimer County Community Health Services department since 1972.

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EWING from 13B

decades in the business.

"I get to help grow people, and help those people grow their business," Ewing said. "There's always something new, and I work with really good people."

One of those people is her husband Bob Ewing, a sales partner working out of The Group's Harmony office. The couple have three grown sons, the two oldest of which are twins.

Between working and wrangling three boys, Ewing also kept up with an active volunteer life, including time spent with the Rotary Club of Fort Collins, where she served as president from 2006 to 2007.

As president, she set forth a goal

for the club to engage in more volunteer work rather than simply writing checks to different causes.

Then she put her volunteer work where her mouth is.

In 2007, Ewing headed to Guatemala, where she helped build a Habitat for Humanity house for a woman and her son, with the help of five other Rotarians.

The house was simple, with one bedroom, and made of cinder block, but made all the difference in the world for the woman who now inhabits it.

"She's so proud of what she has," Ewing said. The experience was so positive that Ewing went back to

Guatemala twice more, once to build another house and once to work on a school.

Two of the trips became a family affair when her youngest son accompanied her, and Rotary members are still making trips to the country, working on a variety of projects, including clean-water initiatives.

"There is so much down there, so much need," Ewing said.

Ewing's advice to young women just starting out?

"Follow your passion and be happy doing the things that you're doing," she said. "Learn from your mistakes and make sure you give it 100 percent."

STRAND from 15B

grants of any in the county.

"She has contributed greatly to improving the health status of Larimer County residents over her 40 years not only with her Health Department work, but her outside activities that she saw as a necessary component of promoting healthy lifestyles," Ann Yanagi, a previous Women of Distinction Health Care award winner, said in her letter nominating Strand.

"Avie is an outstanding example of a person who cares deeply about the health of not only the local but regional community and continues to contribute toward solving issues of health care access and quality," Yanagi wrote.

A resident of Fort Collins since 1968, Strand obtained her master's degree in maternal and child nursing from Montana State University in 1966.

In one of her first roles, she was assigned to working with a population that was largely uninsured and often overlooked.

"I worked with migrant farm workers and their families," said Strand. "We helped take care of their acute care needs ... and also their general health."

Education is also an important realm to Strand.

She volunteers her time to the Poudre School District and, among other projects, helped to start a computer lab.

Concerned about the availability of prenatal care in Northern Colorado, she initiated the Poudre Valley Prenatal Care program.

Strand also helped found the Larimer County Food Bank and was one of the original board members.

When asked about the highlight of her career, Strand talked about her work with Inspiration Playground, an all-abilities playground at the end of Horsetooth Road. With Strand's help, the organization brought in over \$1 million for the project.


The park has specialized ground surface for children in wheelchairs and various equipment for children with hearing or visual impairments.

Her public-service record also includes 11 years on the State Board of Pharmacy and she has been the president of Public Health Nursing Leaders for the last two years.

Her awards include a Colorado Nightingale (nursing) Award for Human Caring, a Colorado Lillian Award for Public Health Service and the 2002 National Lillian Wald Award for Public Health Nursing Excellence.

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EDUCATION

School chief Trusler proves to be quick study

Her district's grad rate is among the highest in the state

BY STEVE LYNN

slynn@ncbr.com

Karen Trusler knew she had found her calling when she began teaching elementary school in the small town of Weldona, not far from Fort Morgan.

Trusler, who earned bachelor's and master's degrees from the University of Northern Colorado, taught science and social studies to second through fifth graders until she moved to Windsor.

She's come a long way from the classroom.

Today, Trusler oversees more than 4,300 students in nine schools as superintendent of Weld RE-4 School District. She also manages a budget of \$52 million and 650 employees.

Trusler has served the school district for 34 years in various roles, including everything from

► See **Trusler, 18B**



Trusler oversees a \$52 million budget as superintendent of the Weld RE-4 School District.

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TRUSLER from 17B

kindergarten teacher to principal.

As a superintendent in tough financial times, she has found a way to help preserve curricula such as arts as well as added schools to the growing district. Other districts throughout the state have closed schools and cut programs.

"What it boils down to is, OK if this is what we need, how are we going to fund it?" she said. "We find a way."

In 2007, she helped persuade voters to pass a \$41.5 million bond for a new elementary and

middle school.

"Karen was the backbone in leading the crusade to get the new bond issue passed," the Windsor Chamber of Commerce said in nominating her for a 2012 Women of Distinction award. "She is passionate about the quality of education that our children receive in Windsor."

Trusler knows that education is about more than buildings, and she strives to focus on student achievement by hiring skilled, dedicated professionals. Tozer Primary School Principal Shelly Prenger wrote in another nomination letter.

Her efforts have paid off: The district's graduation rate has reached 86 percent.

Administrators of schools in the district described Trusler as a quick study who can quickly comprehend complicated tasks.

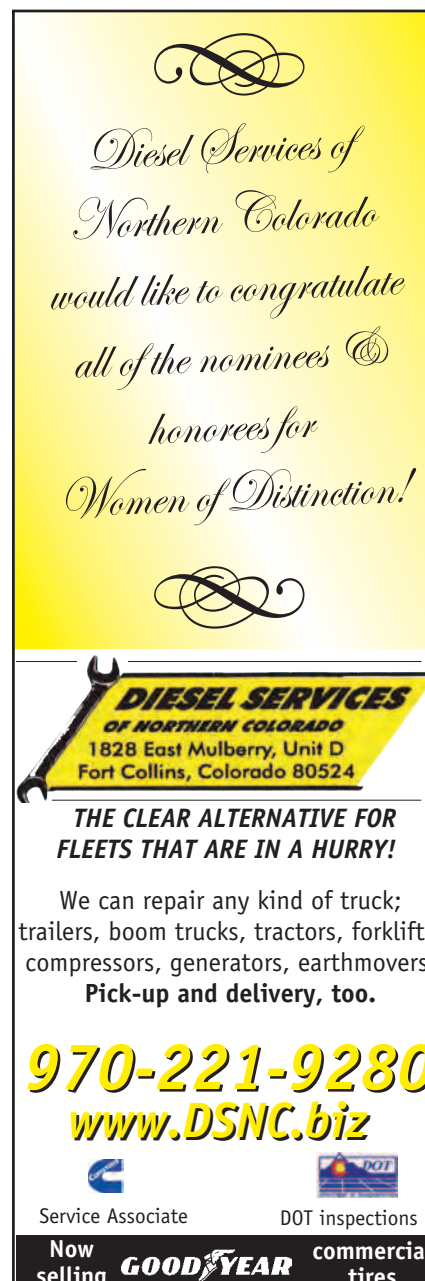
"Her enthusiastic personality definitely enhances the workplace," read a nomination letter from the Windsor RE-4 Board of Education.

Even with her very busy schedule, Trusler "is quick to respond when I have a question or just need someone to listen," Prenger said.

Besides her efforts in education, Trusler spends a great deal of time volunteering.

As a member of the Women's Fund, she has contributed to fundraising for women's projects in Northern Colorado. She also supports organizations such as the Poudre Learning Center, Windsor Chamber of Commerce, Windsor Downtown Development Authority, Rotary Windsor Club, Windsor Fine Arts Festival and Poudre Learning Center.

"It's the connections that we make and the relationships that we build that support us during the great times, but also support us when things aren't so great," she said.



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BILL SALLAZ

Liley, a land use, real estate and business attorney, has practiced law in Northern Colorado since the 1970s.

Liley's reputation built on land-use law

BY DAN COOK

news@ncbr.com

As a principal with Liley, Rogers, Martell LLC, Lucia Liley is a highly regarded land use, real estate and business attorney in Northern Colorado. Early on, the law was clearly the perfect career for her.

"My mother always said I started speaking in full sentences before I could walk. Growing up, people said I ought to be a lawyer, perhaps because I loved to argue about anything and everything with my six siblings," said Liley. "It's a trait I put to better use as a debater in high school and college."

After graduating from Colorado

State University with high distinction, Liley obtained her law degree from the University of Colorado law school and began practicing in Fort Collins.

At that time there were no women practicing law in town, and only three in Larimer County.

She considers her survival and success in the field one of her greatest accomplishments, considering that at the time her peers were neither welcoming nor supportive.

She also believes strongly in maintaining cordial relationships with a wide variety of people under sometimes very contentious circumstances.

One way to do that, Liley says, is

through humor, and keeping things in perspective.

"It will keep you from becoming too cynical and will keep you physically and mentally healthier," said Liley.

This bit of advice, as well as learning to trust your instincts, came in handy, Liley said, during a major land-use case in Fort Collins.

Although she'd known people involved from previous projects, Liley had a hunch this case might not be successful. It didn't, ending in foreclosure.

This experience was eye-opening for Liley. "Trust your instincts, remember that failure is part of life

and don't dwell on or spend too much time regretting what can not be changed."

Having practiced law in the area since the mid-1970s, Liley eventually plans to transition from full-time to part-time work.

Her goal is to focus on her favorite area of law — downtown redevelopment in communities in Northern Colorado. She's also looking forward to spending time with her large immediate and extended family at her home in Fort Collins.

"The older one gets, the more you realize that relationships are the things that glue everything else together," said Liley.





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