



NORTHERN COLORADO
BUSINESS REPORT

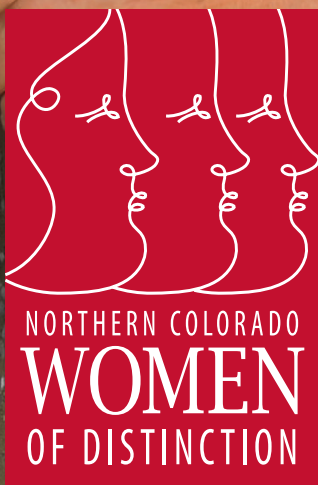
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A note from the publisher

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

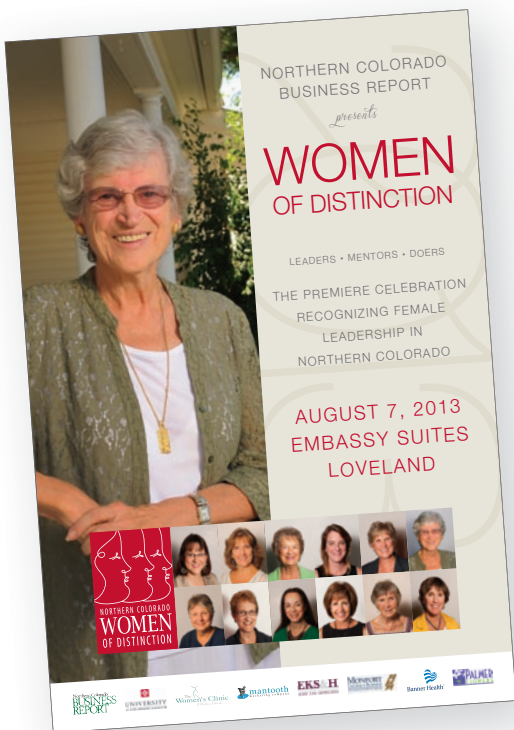
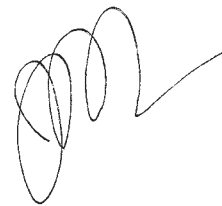
Our 2013 honorees are no less impressive than the previous four classes. They represent some of the best business people of either gender in our region, as well as the most energetic volunteers and mentors, always willing to give of themselves for the greater good — an important component of our award criteria.

Twelve 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 80, 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. I want to thank the companies that are our sponsors: University of Colorado Health, The Women's Clinic of Northern Colorado, the Monfort College of Business, EKS&H, the BBB serving Northern Colorado and Wyoming, Palmer Flowers, and Wells Fargo Advisors. Additionally, McKee Medical Center/Banner Health, Columbine Health Systems, DaVinci Sign Systems Inc., KUNC, Home State Bank, the Eye Center of Northern Colorado and Mantooth Company.

Sincerely,

Jeff Nuttall, publisher
Northern Colorado Business Report



| | |
|--|-----|
| <i>Outstanding Volunteer</i> | 3B |
| <i>Outstanding Mentor</i> | 5B |
| <i>Nonprofit Human Services</i> | 6B |
| <i>Nonprofit Creative Industries</i> | 7B |
| <i>Nonprofit Trade Association</i> | 8B |
| <i>Banking & Finance</i> | 9B |
| <i>Business & Business Services</i> | 10B |
| <i>Government, Energy, Utilities</i> | 11B |
| <i>Real Estate, Construction and Development</i> | 12B |
| <i>Health Care</i> | 13B |
| <i>Education</i> | 14B |
| <i>Leading Lady</i> | 15B |
| <i>Woman-Owned Businesses List</i> | 16B |

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OUTSTANDING VOLUNTEER

Many causes to embrace for Vomaska

Rotarian aids at-risk girls, literacy efforts

BY MICHELLE VENUS
news@ncbr.com

Linda Vomaska is a champion hugger. Her hugs have encircled three girls to whom she was a “big sister” and a mentor. They’ve embraced Guatemalans she has served on mission trips with her church. Through her efforts to increase literacy with her Rotary Club, Vomaska’s figurative hugs have given countless children access to books they might not have otherwise received.

That’s a lot of hugging.

Vomaska, 60, has been named a

VOMASKE IS ACTIVE IN FUNDRAISING EFFORTS TO HELP PURCHASE DICTIONARIES FOR ALL THIRD GRADERS IN THE POUFRE SCHOOL DISTRICT AND TO BRING AUTHORS TO GRADE SCHOOLS.

Woman of Distinction 2013 for her volunteer work. It started 35 years ago in her home state of California. That was when she was paired with four-year-old Kim through her church’s youth program. She and Kim became fast friends and continue to maintain their relationship today.

When she and her husband, Bob, moved to Seattle Vomaska found Tiffany, a new “little sister” with the help of that state’s Big Sisters organization. Tiffany, who was 10 at the time, is now a grown woman with a daughter of her own. She still comes to Vomaska for advice and friendship and yes, when they visit, for hugs.

After moving to Fort Collins, Vomaska found Partners Mentoring Youth and became a Senior Partner for an at-risk teenage girl, struggling to cope with a difficult and troubling family life. M was in foster care after being thrown out of her biological mother’s house, and had spent time in jail.

“Even though there were a lot of obstacles to our relationship, I still found a way to see her and to let her know that I was still there,” said Vomaska. “That no matter what she was going through, I wasn’t going to judge her and I would help her in any way that I could.” An example



Linda Vomaska owns Fort Collins-based IT company Vista Solutions and is president of Foothills Rotary Club.

COURTESY BILL SALLAZ

of that help came in the form of a heartbreaking conversation when M revealed suicidal ideations. The young woman believed she was unloved and unlovable and that her existence didn’t matter. But M did matter to Vomaska and she convinced the teen to seek other solutions. M aged out of the system and moved to Colorado Springs. Her contact with Vomaska is sporadic, but she knows Vomaska is just a phone call away if she needs her.

These days, Vomaska is president of her Rotary Club and her lens is focused on the group’s literacy initiatives. She is active in fundraising efforts to help purchase dictionaries for all third graders in the Poudre School District and to bring authors to grade schools so that students can meet real writers and ask them about their work.

On top of all this, Vomaska has served on the Missions and Outreach Advisory Board at Timberline Church since 2001. She and Bob have led medical teams of physicians, dentists, opticians and sometimes audiologists on international missions for the past eight years. She’s been to Vietnam, China, Peru and her favorite—Guatemala. She and Bob dream of retiring there one day.

For Vomaska, what she gives as a volunteer is returned tenfold: “I’ve found that when you give to others, you receive in ways that you never expect. That’s the joy I’ve found in volunteering.”

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OUTSTANDING MENTOR

McGraw turns problems into progress

'Brownie' was district's first woman principal

BY MICHELLE VENUS
news@ncbr.com

Beryl "Brownie" McGraw always knew she would be a teacher.

What she didn't know is that she would become a ground-breaking educator and the first woman principal in the Poudre School District. Those roles (and her role as wife of Thurman "Fum" McGraw, Colorado State University athletic director) gave her a unique opportunity in Fort Collins to make a difference in others' lives—which she does with kindness, empathy and panache.

McGraw, 82, is being honored as a 2013 Woman of Distinction for her work as a mentor. After graduating from East High School in Denver, she enrolled in CSU (then Colorado A&M) in 1948. She and Fum started dating at the start of her first semester. He'd had his eye on her since meeting her earlier that summer. And the rest, as they

► See **McGraw, 19B**



COURTESY BILL SALLAZ

As a teacher and principal, Beryl "Brownie" McGraw was known as someone who could see issues through others' eyes.



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NONPROFIT HUMAN SERVICES

Murphy keeps NoCo's safety net strong

Larimer County's poor, homeless found advocate

BY PAULA AVEN GLADYCH
news@ncbr.com

Sister Mary Alice Murphy dedicated her life to the service of others at an early age. The well-known Northern Colorado advocate for the poor and homeless was brought up with parents who encouraged Murphy and her siblings to pass on the blessings they received to those who need it most.

A small town girl from New Brunswick, Murphy, 81, came to the United States in 1948 to join the Victoria Noll Sisters, a Catholic order of nuns, in Huntington, Ind. She came to Colorado in the 1960s to work with Catholic Charities of Denver. She attended graduate school for social work at the University of Denver.

She was only in town a few months when she participated in a march on the Capitol demanding that the government raise the amount of money people on social assistance received so that it was more in line with what



COURTESY BILL SALLAZ

Sister Mary Alice Murphy "identified a need and had the vision to see the things that needed to be done to assist people in poverty and homelessness."

they really needed to live.

"That was my introduction to Denver, and the field I was in reinforced the need to work with people who

were struggling to get by and make it and finding it difficult," she said.

Murphy came to Fort Collins in 1983 as director of Catholic Charities

Northern, which served Larimer and Weld counties. Under her direction, the organization built Fort Collins'

► See **Murphy, 17B**

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Congratulations to the 2013 Women of Distinction

NONPROFIT CREATIVE INDUSTRIES

Donaldson blazes path to Discovery

Merged museum attracts 100,000 and counting

BY PAM JONES
news@ncbr.com

It's been eight months since Cheryl Donaldson's most notable career achievement opened its doors – The Fort Collins Museum of Discovery. Creating this single science attraction from the merger of the Fort Collins Museum and the Discovery Science Center was Donaldson's idea. Interactive, hands-on and fully engaging for visitors, the museum's unique blend of science and history has drawn nearly 100,000 visitors so far. The \$26.7

DONALDSON'S FASCINATION WITH MUSEUMS STARTED EARLY.

million project has also generated praise for Donaldson.

Donaldson, 48, is being honored as a 2013 Woman of Distinction for her work non-profit creative industries.

"A lot of people disengage with museums because they don't see themselves there, and so for museums to survive, people have to be engaged in a more meaningful way," she said. "We've designed our exhibits so that people will have fun while they're discovering -- whether they're five or 85!"

A Denver-area native, Donaldson's fascination with museums started early. "My aunt was a volunteer at the Denver Museum of Nature and Science, and would take me behind the scenes. So, I was hooked at a young age."

After obtaining a master of arts in museum studies from George Washington University, Donaldson's career took off, first with curatorial consulting positions with museums in Denver and Baltimore.

Then came a program specialist position with the Institute of Library and Museum Services in Washington, D.C., a federal grant-making agency. There she learned which parts of the country embraced museums, and which ones didn't. The Fort Collins community did, so in 1998 Donaldson pursued a curator of collections position with the Fort Collins Museum. She hasn't looked back, moving up the ranks to become director of the organization in 2003.

Seeing a natural link between the Discovery Science Center and the museum, Donaldson worked with community leaders to help craft the merger of the two institutions. She



COURTESYBILL SALLAZ

"I'm a believer that museums can enhance and change people's lives," says Cheryl Donaldson, "It's an important part of who we are as a community."

said timing had much to do with the success of the project.

A chance discussion in 2004 with Annette Geiselman, who was at that time the director of the Discovery Science Center, sparked the entire project. Now Donaldson and Geiselman are co-executive directors of the Museum of Discovery.

"We were both running capital campaigns to help our facilities, and it is a very organic process. We had the right people in the right place at the right time. We had to get it approved by our city officials and our boards and everybody saw the vision and was supportive," said Donaldson.

Everyone, including the taxpayers, who approved the Building on Basics quarter-cent capital sales tax renewal, providing \$6 million for the project.

"What has been accomplished by Cheryl and all those providing leadership to the Museum of Discovery will be an example for other community projects for years to come," said Ray Caraway, president of the Community Foundation of Northern Colorado.

The unique interactive nature of the museum, and its public-private funding model, have drawn attention from museum directors across the country, who look to Donaldson for advice on how to replicate the model in their own communities.

"It's our chance to pay it forward," she said. "I'm a believer that museums can enhance and change people's lives. It's an important part of who we are as a community."

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NONPROFIT TRADE ASSOCIATION

Hutchison: Chamber's 'get it done' person

Executive VP lives her passion for leadership

BY PAULA AVEN GLADYCH
news@ncbr.com

Ann Hutchison is not afraid of hard work. She is a firm believer that if you want something bad enough and work hard enough, you can achieve anything.

Hutchison, 44, is being honored as a 2013 Woman of Distinction because of her work with the Fort Collins Chamber of Commerce, a nonprofit trade association. Hutchison, the executive vice president of the Fort Collins Area Chamber of Commerce, attributes her philosophy to growing up in a small Colorado town to parents who encouraged her to “do anything and everything, work really hard and have a lot of fun.”

Hutchison spends a great deal of her time working with the chamber's Leadership Fort Collins program, which informs participants about the history, government, economy, social issues, needs and opportunities available in the Fort Collins area, while



COURTESY BILL SALLAZ

Ann Hutchison spends a great deal of her time working with the Fort Collins Area Chamber of Commerce's Leadership Fort Collins program.

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helping them hone their personal leadership skills. She also was integral in the formation of Leadership Northern Colorado, which is a joint venture between the Fort Collins, Greeley and Loveland Chambers of Commerce, the Community Foundation of Northern Colorado and the Com-

HER PARENTS ENCOURAGED HER TO "DO ANYTHING AND EVERYTHING, WORK REALLY HARD AND HAVE A LOT OF FUN."

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"I'm so proud of our leadership program here in Fort Collins ... I love when I get to see one of those graduates turn around and do something phenomenal for our community," she said. "To think I had a tiny part of them becoming this fantastic leader for our community is incredibly powerful. I'm so thankful for that opportunity."

She added that she believes she has the best job in the universe.

"I get to work with the most outstanding people in our business community every single day. ... That is such a powerful experience. I don't know that I've changed them, but they have changed me," she said.

Sharie Grant, president of the Northern Division of OfficeScapes, has known Hutchison since 2003, when they served on the Chamber's Legislative Affairs Committee together.

"That's when I first saw Ann's tremendous passion for community issues. She's very intelligent. Her intellect and her widespread engagement in a variety of community issues, not just related to her job but things she volunteers in personally, make her a tremendous resource for people to rely on and go to when they need to coordinate or facilitate action," said Grant. "She does it humbly, shares her knowledge, doesn't always get credit, but she is a strong piece of the puzzle when critical things are being done in the community."

Hutchison's passion for leadership initiatives started at a young age. In college she held many leadership roles. A graduate of the University of Northern Colorado with degrees in journalism and speech communications, she thought she would end up being a PR whiz in a major city.

"Fate took me on a completely different path, but the path was perfect for me," she said. "I have the perfect job right now. I'm a fantastic No. 2 in an organization. I'm the get-it-done person. That's so exciting because every day I know that what I'm doing isn't just spinning my wheels but is helping us move our organization ahead."

BANKING & FINANCE

McCambridge banks on communities

Home State VP stresses the 'home' in volunteer work

BY MICHELLE VENUS

news@ncbr.com

Mary McCambridge's dedication to community started in the mid-1970s when, as a teenager, she was a camp counselor at her church's summer youth camp in Illinois. It's been nonstop ever since in her work as senior vice president of community relations for Loveland-based Home State Bank.

McCambridge, 60, is being honored as a 2013 Woman of Distinction for her community outreach work in the banking industry. She sits on the

**ROTARY IS HIGH
ON THE LIST FOR
MCCAMBRIDGE.**

board of directors for three different organizations—Project Self Sufficiency, Loveland Chamber of Commerce and High Plains Environmental Center. She is also the Literacy Chair for Rotary District 5440, volunteers for the United Way's Campaign Cabinet, served as 2013's Rotary International President's Representative in Oklahoma City and is a member of the Good Samaritans Advisory Board.

And that's just this year.

Since moving to Northern Colorado in 1982, McCambridge has been volunteering for organizations as diverse as Habitat for Humanity, the McKee Foundation, Thompson School District, the Alzheimer's Association, Loveland High Plains Art Council and First Presbyterian Church in Fort Collins. She has been a Rotarian since 1996 and in 2007 did a tour of duty as a RYLA Senior Camp Counselor. RYLA (Rotary Youth Leadership Awards) is Rotary's leadership training program for young people, which sends middle school students from Colorado and Wyoming to a week-long camp each summer.

When asked what inspired her to become such an active and engaged member of her communities (McCambridge considers Fort Collins, where she lives, and Loveland, where she works, to be her communities), McCambridge recalled the premature birth of her daughter, Molly and watching how United Way helped mothers less fortunate than herself.

"I saw the devastation around me (at the hospital) of other mom's with early babies," she said. "I had good



COURTESY BILL SALLAZ


Mary McCambridge says "reaching out, helping people, not just in our communities but all over the world" is her "real heart feed."

insurance. I had a good job. I had a supportive family structure. But I saw others that didn't have much and I saw United Way come in and help these families. That probably is what sealed the deal for me."

That experience and United Way became the backbone of McCambridge's philanthropic commitment. She started volunteering with United Way because it reached out to so many other groups. Soon she was "discovered" by other nonprofits and solicited to bring her energy and talents to help them fulfill their missions. With so many requests, she's had to make hard choices about which organizations she could support.


Rotary is high on the list for McCambridge and her husband, Jim, a CSU professor. As a Rotarian, she's had the opportunity to make an investment in global literacy initiatives. Locally, Rotary groups gift a dictionary to every single third-grade student in Northern Colorado. Eaton Rotary hosts a bedtime reading program at the police station where Rotarians provide a snack for and read to youngsters who then go home and go to bed. Periodicals are donated to jails so that residents have something to read during their incarceration.

"Reaching out, helping people, not just in our communities, but all over the world," said McCambridge, "that is my real heart feed."




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BUSINESS & BUSINESS SERVICES

Odell's leadership the toast of the town

Area brewer made early commitment to environment

BY MICHELLE VENUS
news@ncbr.com

There's a whole lot of passion wrapped up in Wynne Odell. Passion for Odell Brewing Co., the business she started with husband Doug and his sister Corkie (which just so happens to be the second oldest craft brewery in the state of Colorado). Passion for the environment. Passion for local nonprofits that positively impact Northern Colorado. And passion for the economic health of the Fort Collins community—with a special focus on downtown.

Odell's passion is based on people-first values and philosophies. In fact, Odell's vision statement sums it up: "Our values help us to support and celebrate what's most important to us — our beer and our people — and our beer and our people then work together to create value for our customers."

Odell, 55, is being honored as a 2013 Woman of Distinction for her business success. What's the biggest



COURTESY BILL SALLAZ

"Fundamentally," says Wynne Odell of Odell Brewing Co., "everything comes back to the folks that work here."



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takeaway Wynne's received over the years of owning a successful small business? "The fundamental factor in the success of any business is the people who choose to work with you." When the business started in 1989, Wynne's focus was on the bottom line, growth and the customer base: all very important components to sustainability, "...and now, as we've gotten more mature as a company, and me as an individual, I've recognized that, fundamentally, everything comes back to the folks that work here," she said. The three Odells invest time, energy and resources in their employees, resulting in "a beautiful, collaborative culture that is exciting for all of us."

Odell Brewing Co. made the commitment to running an environmentally conscious business from the get-go. Sustainability is something they've always believed in. As a manufacturing business, the brewery uses more resources than many other businesses but that heavy resource use also gives them a bigger opportunity to make a difference. Odell's has goals built around water, energy and material use, working always to minimize its impact on the environment. They discovered that minimizing their resource use saves the company a lot of money, which gives going green a whole new meaning.

For some, being the owner of a key economic driver in Northern Colo-

rado would be enough. But not for Odell. Her reach extends beyond the taproom, deep into the community. She's served as board chair of the Community Foundation of Northern Colorado, as well as the Downtown Development Authority in Fort Collins—devoting more than ten years to

"OUR VALUES HELP US TO SUPPORT AND CELEBRATE WHAT'S MOST IMPORTANT TO US — OUR BEER AND OUR PEOPLE."

Odell Brewing Co.

each organization.

The big picture views of both organizations are what she appreciates and loves most about them. For Odell, it's brainstorming a future that will positively impact the entire region and then working with the city, nonprofits and businesses to fit the puzzle pieces together so it's beneficial for everyone.

"I love working this way," said Wynne. "I love the big, blank slate of opportunities and then being creative about how to best identify what needs to be accomplished and how to go about accomplishing those goals. It's so rewarding and so satisfying."

GOVERNMENT, ENERGY, UTILITIES

Safarik: Master mediator and visionary

Planner steers wide recognition, jobs to Greeley

BY DAN COOK
news@ncbr.com

Look anywhere in Greeley, and you will find Becky Safarik's work. Described by colleagues as the "backbone" of city planning, Safarik has had a hand in every major project in Greeley for more than three decades.

Safarik, 59, is being honored as a 2013 Woman of Distinction for her work in government. Credited with numerous revitalization and historic preservation projects, Safarik spearheaded the development of the Leprino Foods site, bringing 500 jobs to Greeley.

"Becky is one of the most intelligent and creative people I have ever known," said Roy Otto, Greeley city manager. "Working with her has been and is one of the biggest blessings in my life."

Safarik created the funding plans for redeveloping the city's former sugar beet factory. She also laid the

► See **Safarik, 18B**



COURTESY BILL SALLAD

Becky Safarik is helping guide the proposed \$13 million hotel and conference center in the heart of downtown Greeley.

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REAL ESTATE, CONSTRUCTION AND DEVELOPMENT

Gray's secret: Say 'yes' to opportunity

'Classic go-giver always making a positive difference'

BY PAULA MOORE
news@ncbr.com

Helen Gray has always liked doing a variety of things, and that can-do spirit has helped her be a creative mainstay of her company, The Group Inc. real estate firm of Fort Collins. Gray started at The Group in 1980, working her way up from escrow officer/office manager to marketing director for the past 15 years.

Gray, 59, is being honored as a 2013 Woman of Distinction for her work in real estate. Her work at The Group includes maintaining the firm's corporate image, including spearheading much of its community involvement and helping its 190 salespeople succeed by supporting their personal marketing and website management. She also orchestrates company events and helps produce a monthly publication, The Real Estate Source.

"I do a little of this and a little of that," said Gray, who grew up on a
▶ See **Gray, 18B**



COURTESY BILL SALLAZ

Helen Gray started at The Group Inc. Real Estate in 1980, working her way up from escrow officer and office manager to marketing director.



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HEALTH CARE

Rossman's work a national model

Education, support for breastfeeding moms and infants

BY DAN COOK
news@ncbr.com

Karen Rossman hopes to one day make her job obsolete. As lead lactation consultant for the North Colorado Medical Center Outpatient Lactation Clinic for 14 years, Rossman works to knock down barriers to breastfeeding in Colorado and throughout the country.

Rossman, 57, is being honored as a 2013 Woman of Distinction for her work in health care. Serving hundreds of clients a year, the clinic, under Rossman's leadership, helps new mothers navigate the complexities of breastfeeding—from initiation to weaning. This self-proclaimed "breastfeeding detective" and her colleagues provide nearly 24-hour support for breastfeeding moms who are struggling with the process. Each mother and child face unique issues and Rossman, an international board-certified lactation consultant, helps mothers figure out how to provide vital nourishment for their newborns.

"There is most definitely an art and



COURTESY BILL SALLAZ

Karen Rossman has been lead lactation consultant for the North Colorado Medical Center Outpatient Lactation Clinic for 14 years.

a science to breastfeeding," said Kelly Brown, mother to a premature baby who consulted with Rossman. "Clearly she has mastered that art and science in

an incredibly loving and kind way. She is an advocate for breastfeeding, but she never leaves vulnerable parents feeling judged."

Rossman began a nursing career after graduating from the University of Northern Colorado's nursing school

► See **Rossman, 17B**



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EDUCATION

Kubin extends a hand at CSU Extension

Outreach touches all corners of Larimer County

BY PAULA MOORE
news@ncbr.com

Working as director of Colorado State University Extension's Larimer County program is an extension of Laurel Kubin's childhood on a farm in eastern Colorado. Growing up, she was involved in the outreach program's 4-H youth group and her mother belonged to its Homemaker's Council, which teaches rural Coloradans about nutrition, budgeting and home management, among other things.

Kubin, 64, is being honored as a 2013 Woman of Distinction for her work in education. "What fills my cup is seeing the light bulbs go on when people are learning how to apply what we teach in their own lives, to improve their situations," said Kubin. "I love to help people learn."

Kubin also got a bachelor's degree from CSU in consumer sciences and housing, in addition to a



COURTESY BILL SALLAZ

Laurel Kubin and her staff at Colorado State University Extension teach 1,000 people a year on average in Larimer County.

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master's in family economics from Oregon State University.

Community outreach through extension programs has become a major mission for land-grant universities such as CSU, which were started by Congress in the 1860s to promote agricultural and mechanical education. These days, the CSU Extension provides information based on its research to rural and urban Coloradans statewide who need help with problems ranging from tackling garden weeds and livestock management to budgeting money and child care.

In Larimer County, Kubin and her staff teach 1,000 people a year on average, said Kubin, who has worked in the county since 1992.

"Laurel has a strong service drive," said Jacque Miller, an extension agent at CSU Extension/Larimer County who has worked with Kubin for 20 years. "She is very committed to being responsive to needs in the community."

Because of the recent economic downturn and Kubin's expertise in financial education, she and her team have focused on creating initiatives such as Make Change NoCo. In partnership with United Way, Make Change offers workshops and classes in areas such as personal finance, estate planning and investing.

"Financial education can be kind of scary, especially when you know

you're required to be in a class because you're not managing your money well," said Kyle Christensen, Make Change NoCo coordinator. "Laurel has an amazing ability to speak to their needs ... to show

"WHAT FILLS MY CUP IS SEEING THE LIGHT BULBS GO ON WHEN PEOPLE ARE LEARNING HOW TO APPLY WHAT WE TEACH IN THEIR OWN LIVES."

Laurel Kubin

people they can do it, to empower them."

Kubin also designed and teaches classes such as "Build a Better Credit Score" and "Take Charge of Your Money Matters," the latter involving two-hour classes that provide students "tools" for getting control of their personal finances, including creating a spending plan and using credit cautiously, with follow-up counseling.

"We work to help people have the skills to stay out of poverty, or to come up out of poverty," Kubin said.

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LEADING LADY

Cassidy brings hope to the vulnerable

Tireless advocate's fundraising skill born of tragedy

BY DAN COOK
news@ncbr.com

Patient Advocacy Team; Hospice of Weld County; Camelot I & II; Leyden House; Brighton House; Downtown Service Center; The Greeley Center for Independence; Eldergarden; North Colorado Therapy Center.

These programs and facilities, serving thousands of people in the region, grew from the personal tragedy of one woman who wanted to spare others similar heartbreak. In the process Hope Cassidy has changed laws, lives, and won the admiration of countless people in the community.

Cassidy, 75, is being honored as a 2013 Woman of Distinction for her outstanding work as a "leading lady" in the community. Nearly 40 years ago, Cassidy's mother died, in part, from the poor care she received at a nursing home. The crushing experience drove the music teacher to

► See **Cassidy, 19B**



COURTESY BILL SALLAZ

"Lord, I'm only one person," says Hope Cassidy, "but if you show me what to do and give me the courage to do it, I will give you 100 percent."

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BUSINESS REPORT LIST Largest Woman-Owned Businesses

Ranked by revenues

| RANK | Company | Revenues 2012 Revenues 2011 | Percent owned by women Employees 2013 | Products/Services | Owner Year Founded Website |
|------|---|--------------------------------|---|---|--|
| 1 | NEW BELGIUM BREWING 500 Linden St. Fort Collins, CO 80524 970-221-0524/970-221-0535 | \$180,000,000 \$160,000,000 | 54% 465 | 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 | \$104,797,280 \$96,930,653 | 60% 73 | 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 | \$54,252,113 \$50,810,000 | 100% 72 | BMW and MINI Cooper automobiles, sales, parts, service, pre-owned cars and trucks. | Christina Dawkins Rosalee VanHerwaarden 1974 www.cosbmw.com, minioflovland.com |
| 4 | GOOD DAY PHARMACY - COMPANY WIDE 3780 E. 15th St., Suite 102 Loveland, CO 80538 970-461-1975/970-461-4042 | \$30,000,000 \$28,000,000 | 60% 130 | Family-owned retail pharmacy chain. Specialties include compounding, bio-identical hormone replacement therapy, medical equipment sales and rentals, specialty pharmacy serving assisted living and skilled nursing. | Nancy Lamb David Lamb Vicki Einhellig 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 | \$20,011,000 \$13,365,000 | 51% 25 | Staffing services. | Katherine J. Wagner Rick Wagner 1994 www.employmentsolutions.com |
| 6 | THARP CABINET CORP. 1246 N. Denver Ave. Loveland, CO 80537 970-667-7144/970-635-2660 | \$9,860,000 \$8,625,000 | 51% 94 | Manufacturer of residential, commercial and specialty cabinets. Cabinet refacing and refinishing. | Kayleen Fraley Don Fraley 1971 www.tharpcabinets.com |
| 7 | COLORADO PRECAST CONCRETE INC. 1820 E. Colorado Highway 402 Loveland, CO 80537 970-669-0535/970-669-0674 | \$8,600,000 \$8,300,000 | 54% 95 | 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 |
| 8 | VISTA SOLUTIONS CORP. 2619 Midpoint Drive, Suite F Fort Collins, CO 80525 970-212-2940/970-212-2950 | \$8,377,716 \$6,080,692 | 51% 14 | IT partner with business-class technology; customized hardware, software and services; local cloud computing. | Linda Vomaske 1992 www.vistasolutions.net |
| 9 | RHINOTRAX CONSTRUCTION INC. 1035 Coffman St. Longmont, CO 80501 303-682-9906/303-532-0106 | \$6,000,000 \$5,500,000 | 100% 12 | Office, industrial, retail, industrial renovation, tenant finish, multi-family ground up and renovation. | Michele Noel 2004 www.rhinotraxconstruction.com |
| 10 | ALLURA SKIN & LASER CLINIC 2032 Lowe St., Suite 103 Fort Collins, CO 80525 970-223-0193/970-223-2860 | \$2,842,000 \$2,432,000 | 100% 28 | Skin care, facial laser, botox, dermal fillers, hCG diet, spa, laser vein treatments, bio identical hormones. | Rebecca A. de la Torre Yvonne Hampson 2008 www.alluraclinic.com |
| 11 | ST. VRAIN BLOCK CO. 5150 Grand View Blvd. Dacono, CO 80514 303-833-4144/303-833-4145 | \$1,900,000 \$1,800,000 | 100% 17 | Concrete blocks, landscaping products, pavers, retaining wall block and structural units. | Colleen Ryan Anna Ryan Dorothy Ryan Dan Ryan Shannon Cebula Michelle McDaniel 1946 www.stvrainblock.com |
| 12 | LINDEN 223 S. Howes St. Fort Collins, CO 80521 970-221-3232/970-221-0375 | \$1,900,000 \$1,300,000 | 100% 15 | Marketing and communications company. Provides market research, branding, website design, online marketing, social media, public relations. | Susie Cannon 1996 www.golinden.com |
| 13 | DENALI ROOFING LLC 6944 Rosemont Court Fort Collins, CO 80525 970-660-4417/970-672-0486 | \$1,800,000 \$1,118,000 | 60% 6 | 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.denaliroofs.com |
| 14 | DIESEL SERVICES OF NORTHERN COLORADO 1828 E. Mulberry St., Unit D Fort Collins, CO 80524 970-221-9280/970-221-9286 | \$1,730,000 \$1,730,000 | 51% 14 | Repair and service for all trucks, tractors, trailers, fleets, forklifts, earth movers, compressors, generators, cranes, booms and mobile repair service. | Marybeth Snyder 1998 www.dsnb.biz |
| 15 | LIGHTSOURCE CREATIVE COMMUNICATIONS 121 W. Laporte Ave. Fort Collins, CO 80524 970-224-2806/970-224-2814 | \$1,500,000 \$1,500,000 | 60% 8 | Marketing agency offering identity and messaging development, graphic design, event support, interactive demonstrations and Web design. | Colleen Greshock Lisa Malmquist Gordon MacKinney 1996 www.lightsourcecreative.com |
| 16 | A-TRAIN MARKETING COMMUNICATIONS INC. 215 W. Oak St., Suite 800A Fort Collins, CO 80521 970-419-3218/970-482-3442 | \$1,120,800 \$665,000 | 51% 8 | Branding, research, strategic planning, public relations, print materials, websites, event planning and nonprofit marketing. | Gretchen Gaede 1998 www.atrainmarketing.com |
| 17 | MOBILITY AND MORE 493 N. Denver Ave. Loveland, CO 80537 970-461-8400/970-461-8118 | \$890,300 \$910,111 | 51% 7 | Home medical equipment, powerchairs, walkers, hospital beds, scooters, lift chairs, diabetic shoes, bariatric equipment, vehicle lifts, accessibility accessories, sales and service, auto hand controls, stairglides, home vertical lifts. | K.R. Black 2003 www.mymobility.biz |
| 18 | MANTOOTH MARKETING CO. LLC 2715 Sage Creek Road Fort Collins, CO 80528 970-482-7644/970-635-9985 | \$829,591 \$593,105 | 100% 11 | Full-service marketing, social media, design and event planning company. | Connie Hanrahan 1995 www.mantoothcompany.com |
| 19 | OGLESBY DESIGN LLC 123 N. College Ave., No. 390 Fort Collins, CO 80524 970-416-8829/970-416-8876 | \$579,133 \$783,744 | 100% 8 | Commercial interior design with an emphasis on hospitality and corporate office design. | Dawn Oglesby 2004 www.oglesby-design.com |
| 20 | JET MARKETING LLC 1929 W. County Road 56 Fort Collins, CO 80524 970-218-4797/970-224-1047 | \$511,000 \$375,000 | 100% 3 | Full-service marketing agency. | Jackie O'Hara 2009 www.jetmarketing.net |
| 21 | RC TELECOM INC. 6250 W. 10th St., Suite 1 Greeley, CO 80634 970-356-4572/970-352-5004 | \$323,050 \$390,000 | 51% 4 | Structured cabling and phone systems. | Paula Johnson 1991 www.rctelecom.com |
| 22 | THE FINE ART AND FRAME COMPANY 119 W. Oak St. Fort Collins, CO 80524 970-490-1001/970-407-8264 | \$263,450 \$236,095 | 100% 5 | Fine art, limited editions, posters, custom framing, mirrors and art consulting. | Wendy Ann Foster 1992 www.thefineartandframecompany.com |
| 23 | MACK WEB SOLUTIONS 204 Walnut St., Suite D Fort Collins, CO 80524 970-377-2358/N/A | \$244,000 \$243,000 | 100% 4 | Specializes in building online community through SEO, social media and content marketing. | Mackenzie Fogelson 2003 www.mackwebsolutions.com |
| 24 | TWIN PEAKS TRAVEL 24133 Weld County Road 36 LaSalle, CO 80645 303-678-7080/970-284-1119 | \$200,000 \$150,000 | 100% 3 | Arrange airline tickets, cruises, full vacation packages, charter airlines, hotel reservations, car rentals, travel insurance, group rates, scuba diving or snorkel vacations, train tickets/packages and honeymoon packages. | Beth Sharbonda 1987 www.twinpeakstravel.com |
| 25 | THE FREDERICKSON GROUP 1619 Kelmley Court Windsor, CO 80550 970-674-3323/N/A | \$120,000 \$67,000 | 100% 1 | Planning and landscape architecture firm specializing in high quality, multi-disciplinary consulting services. | Deanne Frederickson 2000 www.tfgcolorado.com |

N/A-Not Available.

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

Researched by Mariah Tauer

Source: Business Report Survey

MURPHY from 6B

first homeless shelter, The Mission, in 1988. The shelter continues to serve Northern Colorado's homeless and near homeless with food assistance and medical needs.

Since then she has spearheaded many initiatives, including Care Housing, Hand up Cooperative, Homelessness Prevention Initiative, Homeless Gear, The Sister Mary Alice Center for Hope and Homeward 2020.

Because of a car accident earlier this year, Murphy has stepped down from many of her nonprofit activities to focus on her own recovery, but the 81-year-old still sits on the boards of two of her pet projects, Homeless Gear, which provides supplies to help the homeless survive on the street,

and Homeward 2020, an organization that provides affordable housing and support services to those in need.

"She is an amazing person," said Glenn Good, regional director for Catholic Charities of Larimer County. The most amazing thing about her is that when she first came to Fort Collins she "identified a need and had the vision to see the things that needed to be done to assist people in poverty and homelessness."

Good added that Murphy has the unique ability to bring different groups together to make her visions a reality.

"A lot of people are good managers or good visionaries; It is unusual to see someone who can pull off both of those and get things done," he said.

ROSSMAN from 13B

in the late 1970s. During her second year as an RN she began working in the hospital's nursery and intensive-care nursery where she developed her love of serving newborns and their mothers. That love fueled her work at the lactation center, where she and her team have created a lactation consulting facility that's a national model.

"New mothers don't have the resources that they need, they don't have the mentoring and the educated support that they need to succeed. That's the biggest problem in the United States," said Rossman.

Along with helping new mothers with nursing issues, Rossman has worked to help pass legislation ensuring that Colorado's workplaces make accommodations for nursing mothers – something she hopes to see pass nationwide.

And because breastfed babies have fewer health problems as infants and as adults, Rossman's work over time can result in billions of health care dollars saved nationwide. That's another reason she's so committed to her work.

"I'm right where I'm supposed to be. I love what I do, and do what I love."



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GRAY from 12B

Wyoming ranch doing the same thing. “That’s what keeps my job fresh. ... I think I’m kind of a ‘yes’ person. Saying yes has brought me a lot of opportunity, both professionally and personally.”

Gray moved to Fort Collins after earning a bachelor’s degree in office administration at the University of Wyoming in 1975, and worked in the mortgage business at Home Federal Savings & Loan. At the thrift, she forged the Realtor relationships that took her to The Group.

Co-workers credit Gray for her creativity and leadership, which have helped build The Group into one of Northern Colorado’s most successful real estate brokerage

firms. In 2012, the company ranked as the area’s top-selling residential brokerage with \$1 billion in sales. The firm has won national recognition, including being named “Most Productive Real Estate Company in America” by Realtor magazine in 2004.

“Anytime we want to roll out anything new or get to the next level, Helen is always the one who has the vision to get there,” said Susie Ewing, The Group’s employing broker. “She’s very creative, and she’s got a great business mind. ... She knows what works.”

Larry Kendall, The Group’s chairman emeritus, has worked with Gray for 33 years and calls her a “classic

go-giver — always giving, always creating, always building, always making a positive difference and changing lives.”

Gray aided The Group in launching its charitable giving initiative, The Group Gives, and helps runs its scholarship program with Colorado State University. She has worked over the years with organizations including Leadership Fort Collins, Junior League and United Way, and currently serves as board president for ChildSafe, a nonprofit that provides therapy to sexually abused children.

“All the experiences and successes I’ve had are because I said yes somewhere along the way,” Gray said.

SAFARIK from 11B

groundwork for Greeley’s University District. Right now she’s helping guide the proposed \$13 million hotel and conference center in the heart of downtown. She’s even helped kick off a bus tour to show off all that the city has to offer.

Currently Greeley’s assistant city manager, Safarik has worked in planning and development for the city since 1978, stepping away from planning once to serve as interim director of the city’s parks and recreation department for nine months.

Known as a master mediator, “She can take a room full of differing opinions and in a calm and intelligent manner, create a consensus for moving forward,” said one colleague. “She rarely takes the credit she deserves.”

That ability, coupled with her passion for the city, has won her praise far beyond the borders of the city. Greeley’s Neighborhood Building Blocks program received top honors from the International Chiefs of Police for fostering partnerships within and throughout the community to provide safe, supported neighborhoods. Neigh-

ARTS ARE A PASSION FOR SAFARIK, WHO CURRENTLY SERVES AS BOARD CHAIR FOR THE GREELEY CREATIVE ARTS DISTRICT.

borhood Building Blocks was also recognized by the National League of Cities as a model of community policing.

Arts and the environment are also a passion for Safarik, who currently serves as board chair for the Greeley Creative Arts District and is a founding member of the Poudre River Trail Corridor. The 21-mile recreational area recently received a \$5 million grant to expand its open spaces and trails. It’s a project that brings her great pride.

“It will have a profound impact on preserving and increasing the outdoor enjoyment of our wonderful river corridor in Northern Colorado for years to come,” she said.

When not working on city development projects, Safarik is active in community work including service on the boards of the Weld Mental Health Association, A Woman’s Place shelter, Creative Arts Center, CASA, the Sexual Assault Recovery Center, the Foreclosure Prevention Taskforce, Greeley Rotary and United Way of Weld County.

As for advice to others in the workplace, Safarik keeps it short and simple: “Do what you love and give each day your best.”

It’s advice she’s used to make the entire community a better place.

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CASSIDY from 15B

singlehandedly create Patient Advocacy Team – an army of 250 volunteers who visited nursing homes, and facilitated a pet therapy program. In the process the organization became a model for advocacy programs on the Front Range.

“Lord, I’m only one person, but if you show me what to do and give me the courage to do it, I will give you 100 percent,” Hope says today of her determination to make a difference in the lives of vulnerable patients like her mother.

Cassidy was off and running. With hard work and collaboration came a string of successful organizations. State lawmakers drew on Cassidy’s knowledge and experience when crafting Colorado’s first hospice regulations. She also organized hospice facilities in Oklahoma, Kansas and Nebraska.

As she saw needs change, not just for advocacy, but also for direct services for people in nursing homes and the disabled, Cassidy adapted. The Patient Advocacy Team became the Greeley Center for Independence. A grant writing, fundraising dynamo, Cassidy’s next achievement was the North Colorado Therapy Center – with wheelchair accessible pools – offering water- and land-based therapy for the disabled.

From there, Cassidy set her sights on helping people with acquired brain

injuries. She raised enough funds to purchase the Stephens homestead

**“BEFORE I STARTED
DOWN THIS PATH, MY
BIGGEST GOAL WOULD
HAVE BEEN TO HAVE
THE BEST SIXTH-GRADE
CHOIR IN THE STATE.”**

Hope Cassidy

in Greeley, eventually building the Hertzke House, a new residential facility.

Her decades-long efforts have also won her the prestigious El Pomar Award for female Colorado Humanitarian of the Year. El Pomar also gave The Greeley Center for Independence the excellence in self-sufficiency award.

A choral music teacher by training, Cassidy can scarcely imagine her life now if she’d remained in the classroom.

“Before I started down this path, my biggest goal would have been to have the best sixth grade choir in the state. It’s been a wonderful life, a wonderful ride. What a ride it’s been.”

The people of the Front Range are grateful she took it.

MCGRAW from 5B

say, is history.

McGraw received her degree in science education and went on to teach in Wellington and at Blevins before moving to Rocky as Dean of Women. She was offered a position as interim principal at Lincoln Junior High—a position that lasted five years.

McGraw remembers many times students, teachers, administrators or parents came to her help during tough times. She was known as someone who could see issues through their eyes.

When teachers at Lincoln expressed concern about a group of Hispanic boys who wore black jackets and seemed to be in a “gang,” she recruited them to monitor seventh graders, who tended to wander the halls during school dances, and keep them occupied and in one place. They named themselves the Low Riders and got to wear their jackets. The situation was defused.

Also at Lincoln, there were students who hated PE class and would take an F rather than dress out. McGraw gathered them together and asked them to assist special-needs students in a PE class that was being instituted especially for that population. The special-needs kids were engaged and active and the other kids got their passing grades.

These are just a few of the count-

less examples of how McGraw used insight and compassion to create positive outcomes. She was recognized by the district when they named McGraw Elementary School after her. “Growing up, I went to 14 different schools,” she said. “I know how it feels to be on the outside.”

McGraw was recruited by former Mayor Ray Martinez after she retired from PSD to help build a playground where children of all abilities could play together. Inspiration Playground was completed in 2007 at the west end of Horsetooth Road. She was also instrumental in creating the Youth Activity Center in midtown.

When dear friend Glenna Cribari was diagnosed with breast cancer, McGraw and other friends took it upon themselves to drive her to appointments. This is when she realized the need for a centralized Cancer Center that offered “...one stop shopping. I never knew how difficult it was to get to the doctor or to a CAT scan or the wig shop. It’s overwhelming.” Enter McGraw. She worked with the PVH and MCR Foundation to raise the funds to build a world-class Cancer Center.

And the list of everything McGraw has done to mentor young people and contribute to the Fort Collins community goes on and on...

UNC’s Monfort College of Business is Filled with Women of Distinction.

Like Karen Turner, Assistant Dean of Undergraduate Programs at the Monfort College of Business and finalist in the Education category for this year’s Women of Distinction awards.

Karen currently serves as the Chair of the Colorado Board of Accountancy and has shaped CPA educational standards in the state. She received the 2012 Women to Watch Award from the Colorado Society of CPAs and also serves as both the Chair of the Education Committee and Mountain Regional Director for the National Association of State Boards of Accountancy. She’s one of the many dedicated faculty who help our students pursue their dreams of business leadership and success. Congratulations, Karen!

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