

40
Under
FORTY
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**Meet
the class
of
2011**

BOULDER COUNTY
**BUSINESS
REPORT**

Section B | Feb. 18 - March 3, 2011

Boulder Valley's future bright with these young leaders

By any standard, the Boulder County Business Report's Forty Under 40 class of 2011 represents an amazing group of young professionals.

From entrepreneurs at local tech companies to up-and-coming leaders in the nonprofit sector, from banking executives to real estate professionals, these individuals are the rising stars of the Boulder Valley.

They're either in leadership roles, or they're poised to assume leadership roles in the future. Many are already devoting "spare" time to charitable

activities. They're masters of networking, and they're heading for the top of their industries.



PUBLISHER'S NOTEBOOK

Christopher Wood

40th birthday, and a number of col-

leagues in the Boulder Valley business community have suggested that we launch an Eighty Under 80.

As tempting as that might be — and people of all ages contribute markedly to our local community — we feel that it's important to recognize those young professionals who will carry the torch through the next relay.

This Forty Under 40 class was selected by the editorial staff of the Boulder County Business Report from a pool of 88 nominations. Last year's inaugural class was chosen from a group of 77 nominees. The quality of the nomina-

tions this year was just as outstanding as last year's, and paring the list down required many hours of deliberation.

In the end, we believe we have an excellent sampling of the best and brightest of the Boulder Valley.

I'd like to thank our event sponsor, Wells Fargo Bank, and Regonline, our official registration sponsor. We're also grateful to our events partners, Greens Point Catering for the food, Photo Craft Imaging/GraphXGroup for banners and signs, and Business Solutions Unlimited for the individual trophies.

Forty Under 40 Class of 2011

Ingrid Alongi
Quick Left Inc.

Philip Anson
Phil's Fresh Foods LLC
dba EVOL Foods

Jennie Arbogash
Social Venture Partners Boulder County

John Arnold
DAMA Sales & Marketing LLC
dba Aveta Marketing

Rustin Banks
BlogFrog Inc.

Scott Brown
Kronovia Inc.

Joe Buczkowski
Trajan Capital
LeaseRunner.com

Nicole DeBoom
Skirt Sports Inc.

Paul DesRosiers
Vermilion Design Group LLC

Jennifer Emich
Blissful Sisters

Jessica Emich
Blissful Sisters

Jill Emich
Blissful Sisters

Gretchen Fapore
Wells Fargo

Helen Gemmill
The Community Foundation
Serving Boulder County

Kyle Heckman
Flatirons Bank

Curtis Hilty
Van Education Center/Hilty Real Estate

Stephanie Iannone
Housing Helpers of Colorado LLC

Darren Johnston
Unless Holding Group LLC
dba UHG Consulting

Jeff Knobel
Ball Corp.

Beth Krodel
Insight Designs Web
Solutions LLC

David Marks
Caplan and Earnest LLC

Timothy McMurray
Mountain Sun Pub & Breweries

Kevin Menzie
Slice of Lime LLC

Jay Millard
Amadeus Consulting
Group Inc.

Sarah Noe
TransFirst LLC

Eric Olden
Symplified Inc.

Eric Olson
The Active Network Inc.
RegOnline Division

Claire Pearson
Clifton Gunderson LLP

Molly Rector
Spectra Logic Corp.

Niel Robertson
Trada Inc.

Amanda Rubino
Frisk Jewelry

Jessica Rubino
Frisk Jewelry

Kelli Rucker
Foothills United Way

Isaac Saldana
SendGrid Inc.

Brad Schoenfeld
Kendall Koenig & Oelsner PC

Lee Shainis
Intercambio de Comunidades

Jeanine Snyder
Northwestern Mutual Financial
Network

Brendan Synnott
Revelry Brands LLC

Brady Van Matre
Van Matre Construction LLC

David Wolf
BSW Wealth Partners Inc.



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We proudly celebrate Boulder County's 40 Under 40 honoree, Gretchen Fapore.

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Ingrid Alongi

principal/senior software engineer, Quick Left Inc.

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Affectionately dubbed “the strong arm” by those who work with her, Ingrid Alongi has been making an impression as an emerging woman leader in technology.

Her coworkers call her part den mother, part deal closer and part contract enforcer.

As a principal and senior software engineer for Quick Left Inc. in Boulder, she is the impetus behind the company’s generous employee health and vacation benefits.

The Boulder native is a velodrome track cycling national champion, but more importantly, she volunteers much of her time helping other women in technology. She consistently gives back to the community through her work with Startup Women and mentoring female computer science majors at the University of Colorado.

BCBR’s 2011 Forty Under 40



Congratulations

Congratulations to **Claire Pearson** for being named to the Boulder County Business Report’s **Forty Under 40 Class of 2011**.

Claire’s practice focuses on providing tax compliance and consulting for large to midsize private and public companies. She also serves on the Board of Directors, as secretary, for the YWCA of Boulder County.



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Philip Anson

founder/chief operating officer/chef, EVOL Foods LLC

32



Philip Anson founded a brand that is bringing integrity, values and exceptional taste to the frozen foods industry.

Anson began making and selling all-natural, made-from-scratch burritos as Phil’s Fresh Foods. He first sold them out of a cooler to tourists, and now they are in major super markets.

With his promise to source only humanely and sustainably raised ingredients and commitment to leave out the “junk,” Anson is changing the industry and inviting others to do the same.

He changed the company name to EVOL Foods recently, and now, the nine-year-old business is one of the fastest-growing natural and organic brands in the country. Anson attributes Boulder as the backbone of EVOL’s growth.

Anson plans to continue to build the brand and support the Boulder community as much as possible, doing so through philanthropy and leadership.

BCBR’s 2011 Forty Under 40



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The Mental Health Foundation has as its mission:
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promote positive community relationships in
support of Mental Health Partners

Jennie Arbogash

executive director, Social Venture Partners Boulder County

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As the executive director of Social Venture Partners Boulder County, Jennie Arbogash has led the nonprofit organization to its 10th anniversary. In large part due to her leadership, SVP has invested \$2.5 million in cash grants and in-kind services in 16 Boulder County nonprofits and engaged 127 community leaders in the process.

Peers call Arbogash an incredible quiet leader. She's innovative and creative, smart and strategic and understands Boulder's nonprofit sector inside and out. Her enthusiasm and organizational skills have helped SVP achieve success.

Arbogash constantly is developing ways to expand SVP's reach and to make sure that the organization serves Boulder County nonprofits and philanthropist partners in deep and meaningful ways.

BCBR's 2011 Forty Under 40

Rustin Banks

co-founder, chief executive, Blog Frog Inc.

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Rustin Banks is the co-founder and chief executive of BlogFrog Inc., a Boulder-based startup that is now the nation's largest network of mom bloggers reaching more than 5 million women online.

In fewer than 18 months, BlogFrog has become a top women's media network supported by local and national investors.

Banks is a technologist, dad and entrepreneur.

He regularly speaks at local and national events where he teaches and motivates audience members to live their dreams and think big.

With his contagious energy and business savvy, Rustin will bring innovation, jobs and passion to Boulder for decades to come.

BCBR's 2011 Forty Under 40

John Arnold

president, DAMA Sales & Marketing LLC, Aveta Marketing

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John Arnold's marketing agency in Boulder, Aveta Marketing, hires women who have temporarily set aside their careers to spend more time with growing families, giving them the ability to balance family and work time, while allowing them to maintain their resumes so they can re-enter the work force with the latest skills and knowledge.

Arnold is a nationally known marketing thought-leader.

He's a monthly columnist for Entrepreneur Magazine and the author of three Internet marketing books in the best-selling "For Dummies" series.

Arnold donates a lot of time training small-business owners to be successful marketers through the Boulder Small Business Development Center.

BCBR's 2011 Forty Under 40

Scott Brown

founder, chief technology officer, Kronovia Inc.

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Scott Brown has been a longtime technologist and entrepreneur in Boulder with a strong history of building companies from inception to profitability.

His most recent venture, Kronovia Inc., which he founded in 2010, provides a way for companies to regulate content posted by employees on social media sites.

In 2001, Brown co-founded ColdSpark, which specialized in e-mail traffic management and was later sold to Bakbone Software Inc. for \$15.9 million.

Brown is a frequent speaker, occasional ukulele player and recognized expert on social media compliance.

Since moving to Boulder 10 years ago, Brown has founded, advised or helped grow eight Boulder businesses, generating hundreds of jobs.

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Joe Buczkowski

president/chief executive, Trajan Capital, LeaseRunner.com

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In the last decade, Joe Buczkowski managed assets of Trajan Capital, a private equity fund investing in real estate, but the current economy called for a change in direction.

With his knowledge of real estate, Buczkowski started LeaseRunner.com, a web-based application that processes property-leasing paperwork online.

For the past seven years, Buczkowski has taught finance and entrepreneurial classes at the University of Colorado's Leeds School of Business.

He employs CU graduates and provides internships for CU students on the LeaseRunner project.

Buczkowski sees the potential for web-based startups and has more of them in mind for the coming years.

BCBR's 2011 Forty Under 40

Nicole DeBoom

founder/chief executive, Skirt Sports Inc.

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As a former professional triathlete, Nicole DeBoom of Boulder had an epiphany during a run: Why couldn't workout apparel be fun, feminine and performance-based? A few months later she designed a woman's running skirt and in 2004 launched Skirt Sports Inc., which has been growing ever since.

DeBoom has championed the cause of helping women pursue physical health and well-being. In 2010, she founded Kick Start, a training program to help women with barriers to fitness complete a 5K race. The program offers a free entry into the Skirt Sports Skirt Chaser 5K, a Skirt Sports outfit and a training plan.

DeBoom is growing the Kick Start program to the national level and is actively involved in the Outdoor Industries Women's Coalition.

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Paul DesRosiers

creative director, Vermilion Design Group LLC

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As creative director at Vermilion, a Boulder agency, Paul DesRosiers is directly impacting the community.

His work with nonprofits such as the Humane Society of the Boulder Valley and the University of Colorado Foundation have raised awareness and funds.

His work with IZZE Beverage Co., Tendril Networks Inc. and Twenty Ninth Street retail district helps these businesses thrive as part of Boulder.

DesRosiers is a creative, dynamic personality and one to watch in years ahead. Through both his work, which impacts many Boulder County civic and business organizations, and his personal endeavors, especially his involvement in bicycle and fitness groups, DesRosiers is a model of the active, compassionate Boulder leader.

BCBR's 2011 Forty Under 40

Jessica Emich

co-executive director, Blissful Sisters

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Jessica is one of the Emich triplets who are socially minded entrepreneurs. They started Trilogy Restaurant and Wine Bar, their first business in Boulder, at the age of 25.

After 10 years of running the popular restaurant, they sold it and then founded Blissful Sisters, an organic catering and events company.

The trio began leading wellness retreats and workshops and managed Gold Lake Resort in the mountains of Colorado.

Jessica teaches holistic nutrition and chef instruction at Bauman College's campus in Boulder and is finishing her masters degree in holistic nutrition.

Together the triplets combine a collective integrity and their New Jersey grit into everything they do.

BCBR's 2011 Forty Under 40

Jennifer Emich

co-executive director, Blissful Sisters

36



Jennifer is one of the Emich triplets who are socially minded entrepreneurs.

They started Trilogy Restaurant and Wine Bar, their first business in Boulder, at the age of 25.

After 10 years of running the popular restaurant, they sold it and then founded Blissful Sisters, an organic catering and events company.

The trio began leading wellness retreats and workshops and managed Gold Lake Resort in the mountains of Colorado.

Recently, Jennifer went to live in Costa Rica for a while to work with kids.

Together the triplets combine a collective integrity and their New Jersey grit into everything they do.

BCBR's 2011 Forty Under 40

Jill Emich

co-executive director, Blissful Sisters

36



Jill is one of the Emich triplets who are socially minded entrepreneurs. They started Trilogy Restaurant and Wine Bar, their first business in Boulder, at the age of 25.

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Together the triplets combine a collective integrity and their New Jersey grit into everything they do.

BCBR's 2011 Forty Under 40

Gretchen Fapore

senior vice president/business banking manager,
Wells Fargo Bank

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Gretchen Fapore embodies what it means to be a community banker and has led her team at Wells Fargo in Boulder through one of the most-challenging business climates in years, drawing on dedication, commitment, customer service and attention to detail.

Fapore leads by example, demonstrating a passion for Wells Fargo, its clients and the community within which it operates.

Fapore goes above and beyond to help each team member develop both personally and professionally.

Besides her banking career, Fapore commits time to volunteering. She is a board member of the nonprofit organization Special Transit, is a past president of the YWCA and past treasurer of the Mental Health Foundation of Boulder and Broomfield Counties.

BCBR's 2011 Forty Under 40

Kyle J. Heckman

president, Flatirons Bank

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Kyle Heckman is one of the area's younger bank presidents, taking the helm of Flatirons Bank in Boulder when he was only 31.

Heckman joined the bank in 2008 and served as chief credit officer and chief financial officer before becoming bank president in November 2009. He is involved with all of the bank's internal committees and leads the marketing effort for the bank.

Under his watch, the community bank has expanded by relocating its branch in Gunbarrel to a downtown location in Longmont.

Heckman serves as treasurer for the Boulder Philharmonic's board of directors, and is on the board of FBHC Holding Co., parent of the bank.

BCBR's 2011 Forty Under 40

Helen Gemmill

chairwoman/board of trustees,
The Community Foundation Serving Boulder County

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Helen Gemmill has led the board of trustees for The Community Foundation Serving Boulder County during a very important year.

She led the Early Childhood committee that did the preliminary work, Ready, Set, Learn, a precursor to the successful passage of ballot issue 3A and led the foundation's efforts on the Boulder Mountain Fire Fund.

Gemmill is a combination of strategic thinker, policy developer and hands on community worker.

Her achievements have been accomplished while maintaining a 4.0 grade point average while taking a heavy class load for a doctorate in international policy. She is considered by her peers as diplomatic, visionary, focused and generous.

BCBR's 2011 Forty Under 40

Curtis Hilty

executive vice president instruction and marketing/broker
associate, Van Education Center/Hilty Real Estate

39



Curtis Hilty has been instrumental in helping the Van Education Center in Boulder, an online school for Realtors, grow into a nationally recognized education provider.

He is the center's go-to guy, networking with industry partners while training regulatory staff, working in government affairs and sitting on local, state and national and international committees.

He has been honored as a Distinguished Realtor in Boulder, and since 2003 he has been involved with the Bal Swan Children's Center and the Credit Union of the Rockies, serving on committees and boards. He also serves on a state education task force and national education work group.

BCBR's 2011 Forty Under 40



Spring 2011 | BOULDER COUNTY BUSINESS REPORT

The Boulder County Business Report's **Remarkable Women event and special section** is a celebration of local business women — and one young girl — in the following categories:

ARTS AND CULTURE:

Recognizes a woman for her outstanding contributions to the arts either through individual artistic achievement or support of cultural organizations.

BEHIND THE SCENES:

Recognizes a woman who plays a key role in the success of her employer, even if she lacks an executive title or huge office.

COMMUNITY:

Recognizes a woman who demonstrates a dedicated effort to support the local community, through volunteer time, energy and other resources or their involvement in a nonprofit organization.

CORPORATE:

Recognizes a female executive who have risen in the ranks and

established herself in a large corporate environment.

ENTERPRISE:

Recognizes a woman who has demonstrated the core values of entrepreneurship, including risk-taking, innovation and the ability to overcome obstacles.

FAMILY BUSINESS:

Recognizes a woman who is contributing to the success of a family-owned enterprise, creating a legacy for future generations.

GOVERNMENT AND PUBLIC SERVICE:

Recognizes a woman who has dedicated her career to public service.

LIFETIME ACHIEVEMENT:

Recognizes a woman who has

demonstrated a lifetime of accomplishment in her chosen field and who has leveraged that success to benefit the overall community.

MENTOR:

Recognizes a woman who shares her experience, knowledge and insights in an effort to further the careers and lives of others.

RISING STAR:

Recognizes a grade school or high school girl who already has made a lasting impact either in her school or in the community.

SCIENCE AND TECHNOLOGY:

Recognizes a woman who has been integral in the development or launching of a business, product or service in the fields of technology, engineering or science.

Nomination Deadline: Feb. 25

Forms available online at: www.bcbr.com/bcbr_events.asp

Contact the BCBR for complete event and sponsorship information: (303) 440-4950

Stephanie Ianonne

owner, managing broker, Housing Helpers of Colorado LLC

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Stephanie Ianonne has more than 17 years of leadership experience in the Boulder Valley. Her dedication to serving the business community and excellence in her trade have made her a successful broker.

As Housing Helpers' owner and managing broker, Stephanie has led the organization to become one of the fastest-growing companies in Boulder County and a Top 10 independent real estate brokerage.

She was selected as a Distinguished Realtor of the Year in 2009 by the Boulder Area Realtors Association.

Ianonne holds numerous executive board positions, volunteers a substantial amount of her time to community and business efforts, and is recognized by her peers for her achievements.

She is passionate about promoting the Boulder Valley and its quality of life.

BCBR's 2011 Forty Under 40

Jeff Knobel

treasurer, Ball Corp.

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During a turbulent economic time, Jeff Knobel has played a key role in ensuring Broomfield-based Ball Corp. is financially strong and actually able to grow while others play defense.

As treasurer of the metal-can manufacturer, Knobel has helped keep a major local employer strong and enjoy one of the best years in its history in 2010. Ball Corp. and its subsidiaries employ more than 14,500 worldwide and reported 2010 sales of \$7.6 billion.

Knobel is involved with the Boulder Valley School District, helping raise funds for the nonprofits Impact on Education and Moms of Denver North, which donates contributions to Impact on Education, March of Dimes and Share a Gift.

BCBR's 2011 Forty Under 40

Darren Johnston

co-founder/president, Unless Holding Group LLC
dba UHG Consulting

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In 2010, Darren Johnston spearheaded the largest LEED certification in Colorado history, the Colorado Convention Center, led the St Julien Hotel & Spa to becoming the largest zero-waste facility in Boulder, helped clients reduce energy consumption by 25-plus percent, saved clients more than a million dollars through greening initiatives, and helped green 20 schools.

Johnston has a demonstrated commitment to the community through his leadership on various local and national boards including the Center for ReSource Conservation, Barrett Foundation, Hospitality Financial and Technology Professionals, Evolve.

Johnston earned an MBA from the Stanford Graduate School of Business.

Johnston's passion for creating a sustainable environment permeates his professional and personal life.

BCBR's 2011 Forty Under 40

Beth Krodel

co-owner, partner, Insight Designs Web Solutions LLC

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Beth Krodel co-founded Insight Designs Web Solutions LLC in 1999 and has helped build a strong client list including Spyder Active Sports, Crocs Inc., Level 3 Communications Inc., PepsiAmericas, Eldora Mountain Resort, UCAR and NASA.

Prior to co-founding the company with Nico Toutenhoofd, Krodel was an award-winning reporter for the Detroit Free Press.

Peers say Krodel's business instincts, organizational skills, community outreach and generous spirit have contributed to Insight's success. She has overseen the launch of more than 200 websites.

During the past 10 years, the Boulder-based web-design and development firm has consistently been on the Boulder County Business Report's Mercury 100 list of fastest-growing companies.

BCBR's 2011 Forty Under 40

David Marks

marketing manager, Caplan and Earnest LLC

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As marketing manager, David Marks has helped involve the Boulder-based law firm Caplan and Earnest LLC in the community.

Marks is very involved in the law firm's budgeting process for giving back to the community, helping facilitate the firm's attorneys' involvement in providing a helping hand to Boulder and other cities in Colorado.

The firm's attorneys work closely with community-based organizations like the Boulder County Department of Social Services, Parenting Place of Boulder County, Habitat for Humanity, Boulder's Shelter for the Homeless and countless other organizations.

In addition, Marks represented the law firm on the Boulder 150 committee helping direct events for the city's 150th birthday.

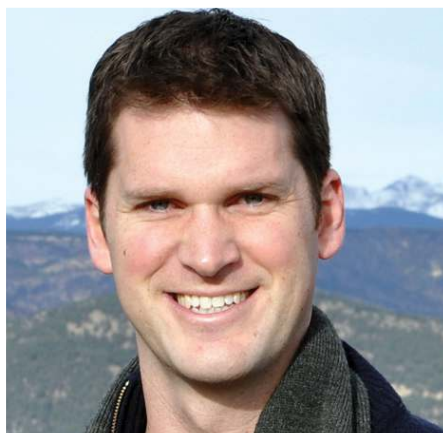
Marks is a graduate of the prestigious Leadership Boulder program organized by the Boulder Chamber.

BCBR's 2011 Forty Under 40

Kevin Menzie

chief executive, Slice of Lime LLC

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Over the past 10 years, Kevin Menzie has grown Boulder-based Slice of Lime into a well-respected web design and development agency.

The company has been one of the Boulder Valley's more creative and fastest-growing companies during the past five years.

Menzie gives back to the community in which he lives and works personally and through his company. He takes on pro-bono websites for organizations such as Wish for Wheels and Entrepreneurs Foundation. He also is a Boulder ambassador, sponsors and volunteers time for the startup incubator TechStars, organizes the meetup group Boulder Commons, and shares his knowledge on panels for WordCamp and by teaching at Boulder Digital Arts.

BCBR's 2011 Forty Under 40

Timothy McMurray

operating partner, Mountain Sun Pub & Breweries

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At age 21, Timothy McMurray went to work at Mountain Sun Pub & Breweries in Boulder as a cook. He worked his way up the ranks from cook to general manager and in 2002 took the lead in opening the Southern Sun Pub & Brewery in Boulder in 2002.

McMurray became operating partner when he led the opening of the company's Vine Street Pub in Denver in 2008.

McMurray also has a philanthropic side, having booked the Mountain Sun Hootenanny, a benefit for the Boulder County AIDS Project; and the Funky Good Times Concerts, a benefit for radio station KGNU, raising more than \$50,000.

He also has served on the city of Boulder's liquor board for 11 years.

BCBR's 2011 Forty Under 40

Jay Millard

chief marketing officer, Amadeus Consulting Group Inc.

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Jay Millard, chief marketing officer for Boulder based Amadeus Consulting, is credited with doubling the firm's revenue and tripling its profitability from \$2 million to \$6 million per year by spearheading the addition of search visibility and mobile-app development to the custom software development firm's line of services.

When not at Amadeus, Millard is dedicated to the community. He co-founded the BLAST! Program (Business Leaders in Action for Sustainability Today) with John Basso, serves as the community chairman for the Boulder Valley Rotary Club overseeing projects to improve early childhood education, and is an on-going weekly volunteer at the Boulder Valley Shelter for the Homeless.

BCBR's 2011 Forty Under 40

Sarah Noe

social media and affiliate manager, TransFirst LLC

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Sarah Noe is the social media and affiliate manager at TransFirst LLC in Broomfield and founder of her own social media consulting startup, boco consulting.

At boco consulting, a weekend endeavor, she assists small businesses with the creation of online marketing strategies with a strong emphasis on social media.

She also is the co-founder and chairwoman of the associate board of the Mental Health Foundation, a gathering of young adults learning board norms and practicing philanthropy by raising money for and spreading the awareness of young adults affected by mental illness.

At age 20, she was the coordinator for a \$12 million fundraising campaign for the foundation.

BCBR's 2011 Forty Under 40

Eric Olson

general manager, The Active Network Inc. RegOnline Division

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Eric Olson has led explosive growth for The Active Network's RegOnline Division since joining the company in 2008. Working from the company's operation in Boulder, Olson oversees the online registration for events segment.

Under his leadership, the segment grew 40 percent in 2008, 15 percent in 2009 and 33 percent in 2010 during an economic downturn that dramatically impacted event spending.

Olson also is board chairman of the AIR Foundation (Activity Inspired Rehabilitation Inc.). He launched a rehabilitation program at the Denver Rescue Mission that continues to train 100-plus men and women in recovery to run marathons. This group now has training groups in Boulder, Denver and Loveland.

BCBR's 2011 Forty Under 40

Eric Olden

co-founder/chief executive/chairman, Symplified Inc.

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Eric Olden is a co-founder and the chief executive of Symplified Inc. in Boulder, which provides security and user-management software for cloud computing systems.

Olden is the chief designer of the company's SinglePoint platform. He founded Symplified on the belief that in order to reach cloud-scale, identity must be made simple and be delivered as a utility service.

Olden's career in identity management began 15 years ago in 1995 when he founded Securant Technologies in San Francisco. Securant grew from two guys and an idea to nearly 300 employees and hundreds of enterprise customers before its \$140 million acquisition by RSA.

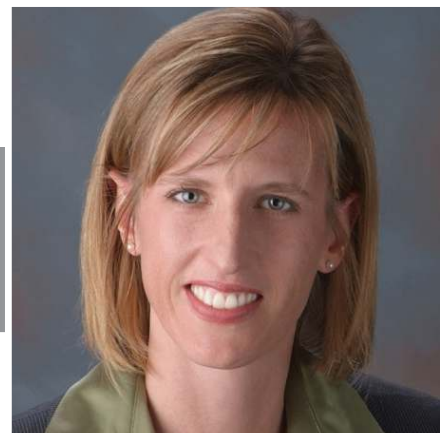
Olden has been published in several technical journals and is a regular speaker at industry events.

BCBR's 2011 Forty Under 40

Claire Pearson

senior tax manager, Clifton Gunderson LLP

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As an active member of accounting firm's Clifton Gunderson's WIN@CG program, Pearson is dedicated to helping women excel in accounting.

She educates women accountants on how to become involved in professional societies, their communities and in mentoring programs. She won an employee award for her commitment to help employees develop their professional skills at Clifton Gunderson.

In July 2010, Pearson co-founded the Women's University in Broomfield, an organization that offers free monthly financial classes to women.

The university will expand into Boulder in 2011. She is dedicated to mentoring employees and serves as secretary on the YWCA's board of directors. She received the Colorado Society of CPA's "CPAs Who Make a Difference" award.

BCBR's 2011 Forty Under 40

Molly Rector

vice president of marketing/product management,
Spectra Logic Corp.

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Molly Rector's ability to anticipate the data-storage market and communicate her vision to the executive team and employees led to \$1.65 million in sales attributable to marketing leads in December, and propelled a record year of revenue for Spectra Logic in fiscal 2010.

Under her leadership, Spectra received the industry's most prestigious honor, Storage Magazine's Quality Award.

Rector is a well-recognized data-storage industry leader. She spearheaded the industry's first data archiving initiative, the Active Archive Alliance, and is currently organizing an industrywide tape storage summit. She is a key, valued member of Spectra's elite executive leadership team where her contributions help shape the corporation's long-term direction.

BCBR's 2011 Forty Under 40

Niel Robertson

founder/chief executive, Trada Inc.

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Niel Robertson is a serial entrepreneur that has founded several companies centered around his expertise in software development.

His latest venture, Trada Inc., uses a large group of independent search-engine advertising experts to help businesses achieve their click and conversion rate goals online. The company has drawn backing from several VCs including Google Ventures.

Robertson, a graduate of MIT, also co-founded Service Metrics in Boulder, a company that provided an end-user perspective of website performance. It was acquired by Exodus Communications in 1999 for \$280 million in stock.

Robertson also serves as a mentor to startup tech companies through TechStars.

BCBR's 2011 Forty Under 40

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Milestones

Icons and history of the Boulder Valley

Celebrate the momentous achievement of the Boulder Valley

The Boulder County Business Report will celebrate the Boulder Valley's rich business history in a special magazine. This is a once-in-a-lifetime opportunity to showcase your organization in this celebratory issue commemorating **Boulder County's 150th anniversary, Broomfield's 50th anniversary, and Erie and Longmont's 140th anniversary.**

- Reach more than 20,000 of the Boulder Valley's innovative decision-makers leading our successful community.
- Recognizing organizations' anniversaries in Boulder County and Broomfield.
- Keepsake edition with editorial focusing on Boulder Valley icons that have made a positive impact on our past, present and future.

BOULDER COUNTY
BUSINESS REPORT

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Amanda Rubino

co-owner, Frisky Jewelry

31



Amanda Rubino, her sister, Jessica, and mother, Donna, design and create the jewelry line for Frisk Jewelry in Boulder, which they founded in 2004.

When not designing, Amanda helps run the day-to-day operations at Frisk Accessories for Girls and Guys, a business they opened in June 2008.

Amanda manages the girlsforfrisk.com website, related style blog friskfashionfolder.blogspot.com, and contributes to social media and branding for Frisk.

A Boulder native, Amanda understands the importance of building community, especially in the University Hill section of Boulder.

The hill is undergoing many changes, and she thinks Frisk Accessories can help create an active retail industry in the area. She works to support locally owned businesses through creative, collaborative efforts.

BCBR's 2011 Forty Under 40

Kelli Rucker

vice president community impact, Foothills United Way

32



Kelli Rucker has worked for Foothills United Way for more than 10 years.

She has a deep passion for serving the community and a commitment to leveraging resources and partnerships to create positive sustainable change. Her organization and vision provide clear direction and successful outcomes.

Rucker works with nonprofits to create efficient and effective systems including grants, emergency food distribution and program evaluations.

Kelli has already proven herself to be not only a successful collaborator, but one that can clearly articulate a need and, while keeping a broad perspective, focus on the details needed to complete a project. Her ability to bring organizations together to collaborate for the good of the community is inspiring and impressive.

BCBR's 2011 Forty Under 40

Jessica Rubino

co-owner, Frisk Jewelry

25



Jessica Rubino is a creative leader and visionary behind the brand Frisk Jewelry that she developed with her sister, Amanda, and mother, Donna.

From making the product, to creating social media strategies and branding, her input is a crucial part in the success of Frisk. Her business knowledge has made her a force in the growth of the line and boutique, Risk Accessories for Girls and Guys, located on The Hill in Boulder.

A Boulder native, Jessica understands the importance of building community, especially in the University Hill section.

Jessica hopes through the business she can help create a thriving retail community on the hill for years to come. She works to support locally owned businesses through creative, collaborative efforts.

BCBR's 2011 Forty Under 40

Isaac Saldana

co-founder/chief executive, SendGrid Inc.

31



Isaac Saldana is a co-founder of SendGrid Inc., a startup that came up through the ranks of TechStars in Boulder.

SendGrid has developed a cloud-based service that delivers e-mails on behalf of companies. It transparently handles ISP rate limits, content inspection, bounces and spam reports to help users achieve higher deliverability. It already has helped more than 8,000 companies and delivered more than 2 billion e-mails.

Since completing the TechStars mentorship program, SendGrid has received two rounds of financing and has hired 25 employees.

Saldana relocated his family from Southern California to Boulder in 2009. Ten of the company's employees work in Boulder County with Saldana, while others work in California.

BCBR's 2011 Forty Under 40

Brad Schoenfeld

partner, Kendall Koenig & Oelsner

39



Broomfield resident Brad Schoenfeld is the partner in charge of human relations at the Denver-based law firm Kendall Koenig & Oelsner.

Schoenfeld was instrumental in the survival of Broomfield Academy. The amazing back-from-the-brink success story earned Broomfield Academy a Story of Survival Award from the Broomfield Chamber of Commerce.

He also supports the nonprofit Impact on Education and the Colorado Lawyers for the Arts, a group that helps struggling artists with legal matters.

His organized, balanced and thoughtful efforts have resulted in the law firm being named a Best Place to Work, and he has enhanced the firm's outreach into the community.

Schoenfeld's law partners said he cares about the community, is optimistic and has a positive and infectious personality.

BCBR's 2011 Forty Under 40

Lee Shainis

co-founder/executive director, Intercambio de Comunidades

33



In 2001, Lee Shainis co-founded Intercambio de Comunidades, a nonprofit organization that builds respect and friendship across cultures through educational and intercultural opportunities for immigrants in their new communities.

Under Shainis' 10-year watch, Intercambio has helped more than 10,000 immigrants from 50 countries in Boulder County.

Programs include English, computer and citizenship classes, plus financial literacy and cultural difference workshops.

Shainis' energy, humor and open-heartedness have established tremendous trust within the immigrant community.

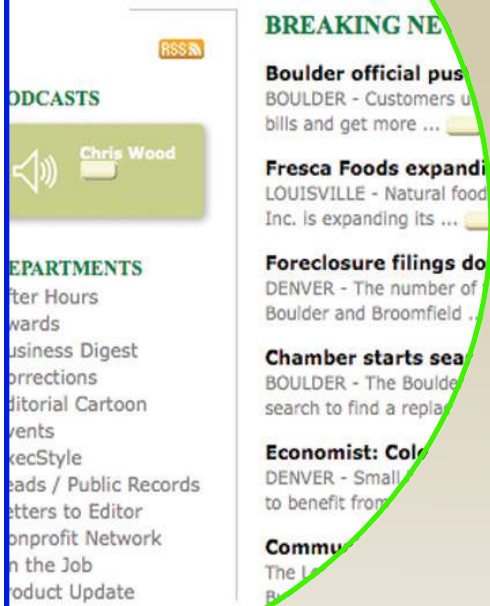
Because of his vision, Intercambio has fostered thousands of cross-cultural friendships between native-born and foreign-born Americans and helped build a stronger more integrated Boulder County.

BCBR's 2011 Forty Under 40

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Jeanine Snyder

financial adviser, Northwestern Mutual Financial Network

34



Jeanine Snyder has established a successful financial advising practice. For the past two years, she has achieved 90 percent growth in client base. She has won internal sales awards, earned CLU designation and in 2010 was recognized as one of the Top Ten Women in Northwestern Mutual's Western Region. She also is the top investment person in the firm with less than five years of service.

Snyder received an engineering degree and an MBA from the University of Colorado, where she won the Leeds School of Business' Business Plan Competition and a Student Excellence Award. She also co-founded Locomotion Inc., a medical-device company.

Snyder has become involved with the community through work with the Girl Scouts and with the business community through her efforts with the Boulder Chamber and several charitable organizations.

BCBR's 2011 Forty Under 40

Brady Van Matre

owner/manager, Van Matre Construction LLC

36



Brady Van Matre has managed to thrive in an industry that has taken its lumps in the past few years.

He has built a successful general contracting and construction business, Van Matre Construction LLC in Boulder, from the ground up. He is admired and respected by his peers and clients. He relies on intellect, honesty and reliability to provide clients with quality work as he builds custom homes and restores historic buildings.

He finds balance between work and his family, while giving back to the community as a member of the Lafayette Chamber of Commerce and the Douglas Elementary School Bond Advisory Committee. He aspires to become a Boulder County planning commissioner.

BCBR's 2011 Forty Under 40

Brendan Synnott

founder/chief executive, Revelry Brands LLC

32



Brendan Synnott had great success with Bear Naked Inc., an all-natural granola snack company he co-founded in Darien, Connecticut in 2002 and sold to Kellogg Co. in 2007.

After taking a little time off, including a stint on the reality television show "Survivor," Synnott moved to Boulder. He's using some of the capital and connections from Bear Naked to invest in other companies offering consumers healthy options through Revelry Brands.

Revelry is an investment firm focused on providing growth-stage private equity to natural foods and consumer products brands. In 2009, Brendan helped relaunch Boulder-based EVOL Foods, with great success.

Through his speaking spots with the national media, Synnott has helped bring recognition to the Boulder Valley.

BCBR's 2011 Forty Under 40

David Wolf

partner/chief investment officer/chief operating officer, BSW Wealth Partners Inc.

36



David Wolf has established himself as a motivator of people at the Boulder-based investment firm BSW Wealth Partners.

As chief operating officer, he leads the operations team, identifying new practices within the firm. As chief investment officer, he establishes the economic direction the firm follows for investments.

Wolf is active in the community as a member of the board of directors for the Community Foundation Serving Boulder County, the University of Colorado at Boulder's Leeds School of Business, the CU Real Estate Council and the advisory board of Greenmont Capital Partners.

Wolf is blending sustainability and entrepreneurship to help move Boulder forward.

BCBR's 2011 Forty Under 40

Business on a Personal Level

BOULDER COUNTY
**BUSINESS
REPORT**

BOULDER COUNTY BUSINESS REPORT EVENTS

BOOK OF LISTS PARTY: JAN. 20, 2011

Celebrate the start of the year and mix and mingle with executives from top performing companies.

BOOK OF LISTS *Launch Party*

FORTY UNDER 40: FEB. 15, 2011

Honoring the area's emerging young professionals
Boulder Theater



RECOGNIZING THE
NEXT GENERATION OF
LEADERS

REMARKABLE WOMEN: MARCH 2011

Celebrating the successes of local women
from all walks of life
Dairy Center for the Arts



A CELEBRATION
OF SUCCESSFUL
WOMEN

MERCURY 100: MAY 2011

Honoring the Top Fastest Growing Companies in
Boulder & Broomfield Counties
Hotel Boulderado



THE FASTEST
GROWING LOCAL
BUSINESSES

GREEN SUMMIT: JUNE 14, 2011

A day long conference featuring
panelists, speakers and exhibitors on
"blending business and the environment"
Millennium Harvest House



SOCIAL CONSCIENCE
MEETS BUSINESS
SUCCESS

ECONOMIC UPDATE: JULY 2011

Posing questions and finding answers
on vital regional economic issues

ECONOMIC UPDATE

MID-YEAR EVALUATION
OF LOCAL & NATIONAL
ECONOMIC TRENDS

IQ AWARDS: AUGUST 2011

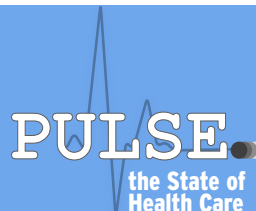
Honoring the latest innovative products and services
by the area's leading companies and organizations



INNOVATION QUOTIENT AWARDS

PULSE: THE STATE OF HEALTHCARE: SEPTEMBER 2011

The event will include engaging, informative and
inspiring panel discussions and will honor
Health-Care Heroes of the Boulder Valley.



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WELLNESS AND YOUR
BOTTOM LINE

REAL ESTATE CONFERENCE: NOV. 17, 2011

A day long conference featuring
panelists and exhibitors focusing on
what's to come in the local real estate market
Millennium Harvest House

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