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The Business Journal of the Boulder Valley and Northern Colorado



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JEFF NUTTALL

CHRIS WOOD

What's the story of your business? Entrepreneurs and other business owners could write books on their experiences. Whether the story relates to an idea for formation of a business, content highlighting intellectual property, content conveying thought leadership, challenges overcoming obstacles, weathering economic storms or developing a market niche, stories highlighting success stories can inform. educate and inspire. In fact, "sponsored content," the purpose of Insights, is to relate stories about key businesses in the Boulder Valley and in Northern Colorado.

Once again, we are pleased to present many interesting stories of local companies, told in their own words. As you read through these pages, you will encounter many stories that should both inform you as a consumer and business customer, and inspire you as you plan your own business' arowth.

Business owners and managers know their stories better than anyone, and Insights enables them to tell their stories in their own words, in their own way. Some of these "insights" include videos and we encourage you to watch and learn.

We would like to thank those many companies that took advantage of the opportunity that Insights provides. This edition not only is inserted in our newspaper but will also be featured for a year on our website.

We've enjoyed being able to present these stories. Perhaps as you drive by businesses in your own community, you will encounter one whose story you've read in these pages. And think about crafting your own story, for publication in Insights 2017. Enjoy!

Jeff Nuttall and Christopher Wood are managers of BizWest Media LLC, publishers of BizWest, the Business Journal of the Boulder Valley and Northern Colorado.



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To feature your company in Insights 2017, please contact: Sandy Powell - VP of Strategic Partnerships 303.630.1954 | 970.232.3144 spowell@bizwestmedia.com



Clear View Behavioral Health Increases Regional Capacity



Contact Information

4770 Larimer Pkwy, Johnstown, CO 80534 970-491-5061 www.ClearViewBH.com

Year founded 2015

No. of employees 125

Management team Lana Currance, CEO

Primary service

In Patient Psychiatric Care: Adults and Seniors, (Adolescent services coming Fall 2016), Medical Detox, Out Patient Psychiatric Care (coming fall 2016)

The statistics are sad and alarming: in 2015, 80 people in Larimer County died by suicide. Weld County lost 46. These numbers are just a fraction of the adults and adolescents who find themselves in crisis each year.

Throughout Northern Colorado there are just not enough facilities to fulfill the need. Mental health professionals state that for every 100,000 residents, there should be 50 beds dedicated to treating psychiatric health. A 2008 survey showed that Colorado was woefully lagging behind the national average of 30 beds per 100,000 people with only 12 beds for that many residents. Combined, Larimer and Weld counties 2015 estimated populations (U.S. Census Bureau) total 618,751.

Last year, Johnstown-based Clear View Behavioral Health became the newest crisis intervention facility in the region. With 92 beds, the acute behavioral health hospital is also one of the largest. The closest large facility is Centennial Peaks Hospital in Louisville with 100 beds. Clear View provides essential services to the community, whose residents often had to travel outside of the area, away from family and established support systems, when seeking crisis treatment.

Now, Clear View makes it easier to stay closer to home. With specific areas designed to serve distinct populations, Clear View provides inpatient and outpatient services and programs to adults (ages 18 and older), seniors (ages 55 and up) and will soon offer services to adolescents.

"Clear View's parent company, Strategic Behavioral Health, recognized the need in Northern Colorado for more mental and behavioral health services and programs," said Ethan Dexter, Clear View's community liaison. He explained that patients from this region were being sent to a sister facility, Peak View Behavioral Health, in Colorado Springs. "It was clear that Northern Colorado is very underserved."

Situated in the 25/34 corridor. Clear View is

conveniently located for easy access from both Weld and Larimer counties. Many patients come to the hospital from emergency rooms in Loveland, Fort Collins and Greeley, as those facilities are not equipped for long term psychiatric treatment.

Transfer from a local hospital is not the only way to be admitted to Clear View. With 24-hour, no-cost assessments, patients in crisis can simply walk through the front door, often accompanied by a family member or friend, and request help. Patients are also referred by their physicians.

Once admitted, programs ranging from one-on-one and group therapy including animal therapy,

aromatherapy, music therapy, art therapy and Tai Chi, as well as chemical detox are available.

"The goal is to immediately stabilize the crisis situation. Follow up treatment helps the patient recognize stressors and negative behavior patterns and develop mechanisms and responses that will enable them to function on their own," said Dexter.

Adolescent services and programs are expected to commence in September. Clear View plans to work closely with area school districts to ensure inpatient students don't fall behind on classwork in an effort to not add to existing anxieties. The adolescent wing has two classrooms, and Clear View will have tutors in place to work with patients.

Privately owned Clear View works with all insurance companies as well as Medicare and Medicaid. "We don't turn anyone away if they are unable to pay," Dexter said, noting that the homeless population, many of whom are covered by Medicaid due to the Affordable Care Act's expansion of that benefit, is welcome at Clear View.

"We're here to serve all the people in our community," stated Dexter, "because anyone can be impacted by mental health issues. These are brain chemistry illnesses. They don't pick and choose demographic profiles."



30 YEARS and going STRONG



Contact Information

2305 Canyon Blvd, Suite 200 Boulder, CO 80302 (303) 442-1040 www.gibbonswhite.com

Year founded: 1986

No. of employees: 20 Management team

Lynda Gibbons, President and Managing Broker

Primary service

Commercial Real Estate Leasing, Investment Sales and Property and Asset Management **FOUNDED** in 1986, Gibbons White continues to SHINE as the preeminent provider of commercial and investment real estate services in Boulder and beyond. Our team is inspired, informed and invested in amazing outcomes for our local, regional and institutional clients.

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STRENGTHS - we value and appreciate our client's goals and directions that lead to the development of a customized strategy for each real estate project, whether it be finding the right space, or managing their real estate asset with an eye to future value.

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CALM, DIRECT AND UNFLAPPABLE – Our team brings results!



NASA-Inspired Rehab Equipment Exclusively Available at Good Samaritan Society Fort Collins Village



Contact Information

Address: 508 W Trilby Rd. Fort Collins, C0 80525 Phone: 970-226-4909 Website: www.good-sam.com/ fortcollinsvillage

Year founded

Fort Collins Village – 1973 Good Samaritan Society, nationally – 1923

No. of employees

Management team

Administrator: Fred Pitzl, MA, NHA Director of Therapy: Reuben Jackson, PTA/PD

Director of Nursing:Therrell Carr, RN Senior Living Director: Julie Rich, RN Marketing Director: Mimi Wahlfeldt Director of Resource Development: Teri Oberleitner

Primary services

Senior Living with Services; Assisted Living; Skilled Nursing; Short-term Rehab; In & Out Patient Therapy Many things make the Good Samaritan Society retirement community unique: its 43 year history in Fort Collins, its not-for-profit and faith-based approach to senior care, and its outstanding reputation for employing compassionate and competent staff. However, the newest asset worth talking about is its NASA-inspired anti-gravity therapy treadmill called the Alter G.

Located in the Weiss Therapy Center (at the Fort Collins Village on Trilby Road), this Alter G is the only one available in all of Larimer County. When used as part of a comprehensive rehabilitation therapy plan, the antigravity technology allows users to exercise in a pain-free environment by "unweighting them" to 20% of their body weight. The machine is also engineered to be "fall-proof," providing a safe and secure structure that completely surrounds the patient, even when he/she can't bear much weight.

The Alter G can benefit a great variety of patients, including those recovering from stroke, orthopedic surgery or cardiac incidents; people with illnesses that affect lowerbody strength, stability and mobility; those seeking to lose weight; and athletes striving to improve stamina and form. Around the country, therapists and doctors estimate that patients can significantly reduce their rehab time by using the anti-gravity environment to work back from injuries or illness. Locally, Good Sam is seeing such successes weekly.

Arvin Lovaas lives in Fort Collins; he used the Alter G while recuperating at the Hoeger House (short-term) Rehabilitation Center at the Good Samaritan Society Fort Collins Village. Arvin had sustained a serious head injury when he fell at home in autumn of 2015, but after a lengthy hospital stay and subsequent therapy, he was still unable to walk independently. Arvin was admitted as an impatient to the Hoeger House to focus on regaining strength,

mobility and stamina.

"I never thought he'd walk again," said Judy Lovaas, Arvin's wife. "I wasn't even sure he'd live. But by the time he left [Good Sam], he had regained the confidence he needed to walk. His muscles were stronger, his stability and balance were good, and he was strong enough that he only needed to use a walker to get around."

Judy went on to say that the cameras incorporated in the Alter G feedback system were critical in giving Arvin the visual cues he needed when his therapists were explaining his literal next steps. "Reuben [Jackson, Director of Therapy] would say, 'Arvin, I need you to take longer strides,' and Arvin could see what he needed to do. This helped him feel a sense of accomplishment, and that propelled him to keep pushing himself to do more. I truly believe using the Alter G – and having such a great therapy team – helped to speed up Arvin's recovery."

When asked why the Fort Collins Village decided to purchase the Alter G, Administrator Fred Pitzl said, "When we learned how versatile this piece of equipment is, it just made sense. We are more focused on people than machines, but this is a very unique piece of equipment. Many collegiate and professional sports team use this equipment to get their athletes back in action." Pitzl added, "The Good Samaritan Society is the largest not-for-profit provider of senior housing and services in the country. Offering an exclusive rehab opportunity to our residents and members of the greater Fort Collins community helps us continue that effort to reach people in need."

With doctor's orders, the Weiss Therapy Center can bill a variety of insurances, including Medicare, AARP Medicare Complete, Humana, United Healthcare, and Kaiser Permanente. For a personal introduction to the Alter G anti-gravity treadmill, call 970-226-4909 today.



Kaiser Permanente exists to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve

At first, Kaiser Permanente's mission statement may seem simple. But when you really start looking at what the words mean, the implications are profound.

We exist to provide high-quality, affordable health care services and to improve the health of our members ...

We are comprised of the Kaiser Foundation Health Plan of Colorado and the Colorado Permanente Medical Group—one of the state's largest medical groups with more than 1,100 physicians who are all connected through our electronic medical records system. We provide comprehensive care for our 623,000 Colorado members through 30 medical offices across the state—from Pueblo to Greeley and now in the mountains in Summit and Eagle counties.

At Kaiser Permanente we are committed to meeting our members where they are. This means understanding our members, and offering service that best meets their needs.

Where: Within our northern Colorado medical offices members have access to primary care providers, laboratory services, medical imaging services, and pharmacy services – saving them the time and expense of driving to multiple locations around town for tests and filling prescriptions after meeting with their physician.

In addition to the physicians practicing at our Northern Colorado medical offices, Kaiser Permanente builds care teams through a network of more than 400 primary and specialty care providers. This includes Banner Health and affiliated physicians throughout Larimer and Weld counties.

Kaiser Permanente also uses technology to meet our members where they are by offering translation services in hundreds of languages, telemedicine, and virtual visits in order to make care delivery as comfortable and convenient as possible.

How: Kaiser Permanente regularly assesses how technology, evidence-based research and collaborative care teams can be leveraged to provide streamlined, coordinated patient care. Through our free personal health record, members are able to connect with their physician using secure email, refill prescriptions (and have them mailed directly to their home, if they want), and make or change appointments online.

To truly be innovative, health care providers must incorporate technology to deliver coordinated patient care. An excellent example of Kaiser Permanente's work in this area is our success in improving member hypertension (high blood pressure) control rates. Since 2008, we have increased their control rates from 61 to 82.6 percent by leveraging our robust system of electronic medical records to develop collaborative and actionable treatment plans. This success translates into real benefits for our members:

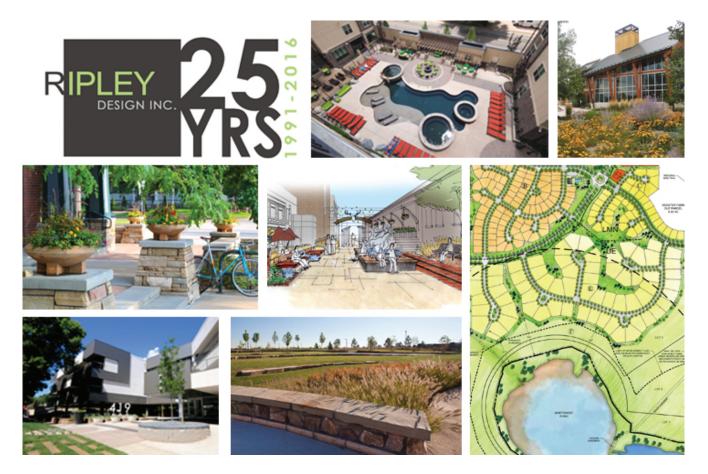
• they are less likely to suffer a heart attack or stroke,

• coordinated care results in lower insurance rates for our members by making the process more efficient, reducing redundant and unnecessary tests, focusing on prevention.

And the communities we serve... Kaiser Permanente Colorado is the state's largest nonprofit health plan, working to improve the lives and health of all Coloradans for more than 45 years. We are also committed to our social mission and in 2015, proudly directed more than \$124 million to community benefit programs to improve the health of all Coloradans. In Northern Colorado we have directed over \$2,500,000 to local charities and organizations that work to improve our communities.

The future of health care requires innovation, efficiency and collaboration to be successful. Kaiser Permanente is proud to serve as an industry leader as we make Colorado a healthier place to live, work and play.

Learn more at www.kp.org.



25 years of experience, moving the industry forward



Contact Information

Address: 419 Canyon Avenue, Suite 200; Fort Collins, CO 80521 Phone: (970) 224-5828 Fax: (970) 224-1662 Website: www.ripleydesigninc.

Year founded

No. of employees 9

Management team

Linda Ripley, President Russ Lee, Vice President Robin Pelkey Secretary/ Treasurer

Primary service

Landscape Architecture, Site Planning, Urban Design, Master Planning, Graphic Design, and Entitlement Services With extensive academic training and years of practical experience, Ripley Design Inc. helps clients accomplish goals and achieve their vision. Specializing in landscape architecture, land planning, urban design and entitlement services, Ripley's staff searches for optimal design solutions while taking a project from schematic design through construction, says company founder Linda Ripley.

"Landscape design is just one component of our business. Site planning is more descriptive of what we do," she says. "In the initial planning phase, we provide a site analysis looking at physical constraints such as topography, sun exposure, wind direction, vegetation, natural resources, etc. We also consider man-made constraints such as zoning, street access, required setbacks and historic resources. All of these factors will influence the design of the project."

"Getting a project through a city's development review process can seem daunting but Ripley Design's expertise in this area is well known", says Russell Lee, Ripley partner and landscape architect. "To get development approvals from public agencies, you have to understand the nuances of land use codes and development regulations. Ripley is recognized as an entitlement firm meaning that we not only produce quality designs, we have the knowledge and expertise to help move difficult projects through the process. The proof is in the projects."

Ripley Design has a number of signature projects attesting to the firm's abilities. Notable community development projects include Water Valley South, Kechter Farm, Indian Hills Village and most recently Harmony Cottages, a Habitat for Humanity housing development. Multi-family developments are represented by The Overlook, The Grove, The District and Capstone Cottages student housing projects. The company also does public sector work and has been involved in the design of several streetscapes and parks including Fort Collins Library Park, Southeast Community Park, Lyons Meadow Park, and North College Streetscape Improvements. Ripley Design assisted the City of Fort Collins in developing its Streetscape Standards and has done several municipal rain garden demonstration projects. The firm has won several awards including the City of Fort Collins Urban Design Award for the District Streetscape in Campus West in 2015 and the Urban Design award for The Veteran's Plaza in 2013.

The path for Ripley Design began when Ripley left her position of Urban Designer for the City of Fort Collins to establish her own practice in 1991. Lee worked for Ripley before moving to Iowa to start his own business. Through a series of events, Ripley was able to convince him to return and he became a partner in 2013.

Ripley Design now employs eight landscape architects and planners. They share office space with other talented designers. "We have a great team of people who excel in what they do," Lee says. "One of the great things about our business model is that we can bring a project in, build a relationship with the client and work as a team to develop the design. It's a place with limitless potential. We'll let an employee grow as much as they want to grow."



Seniors Helping Seniors: a Unique, Flexible Agency Providing a Variety of Services to Clients



Contact Information

2290 E. Prospect Rd. Suite 4; Fort Collins, CO 80525 970-631-8251 (24/7) www.seniorcarefortcollins.com

Year founded 2009

No. of employees 85

Management team Linda Gabel, Tina Saldanha

Primary services

Licensed in-home care services including personal care, household tasks, companionship, dementia and hospice care support and 24/7 care. Currently in process for inhome medical care. *"Just when the Caterpillar thought that life was over, she became a butterfly." (anonymous)*

We all look forward to retirement; living the life we dreamed. Unfortunately, our bodies often do not keep pace with our desires. Aging is inevitable; yet we do not plan for what may or could happen when we are in our eighties and nineties – or even sooner. When the unexpected does happen, it is reassuring that Seniors Helping Seniors (SHS) can assist with knowledgeable, well-trained, peer care providers to assist families and individuals with most any task.

The Seniors Helping Seniors franchise has grown to over 275 agencies throughout the U.S. and in England, Australia and India. And it continues to grow. The concept of using "seasoned" employees who understand the challenges of aging, matching the care provider with the client's background and insuring the delivery of quality services all lead to this rapid growth.

The Larimer County agency has been in business for more than 6 years and continues to develop the experience and knowledge to insure quality services. Owner, Linda Gabel, has grown the franchise from a small home-based business to a professionally managed operation. The agency insures that all providers are well-trained on assisting with clients' needs, including additional training on dementia care and communication, and use of assistive devices. SHS and its employees are fully licensed, bonded and insured. Currently offering services as a Class B nonmedical licensed agency of the State of Colorado, the agency is in process of being certified for home health care and Medicaid (scheduled for August 4, 2016). Seniors Helping Seniors also offers care coordination and assists many of its clients' with planning for all care needs of their loved one. The overall goal of the agency is to provide "one-stop shopping" for families and individuals who are suddenly overwhelmed with caring for a loved one. Office staff is trained and continues to train in many aspects of senior care. Additionally, SHS has RNs on staff to assess potential or necessary needs of the individual and, with new certifications, will also provide any health care services.

Just as the quote above, SHS helps to give loved ones the quality life of a "butterfly" for their entire time here on earth, living as independently as possible for as long as possible.

In addition to overseeing the business, Linda is active in the Fort Collins community. She has served on many boards including: Fort Collins Senior Advisory Board, currently President of the Poudre River Library Board of Trustees, is a Certified Senior Advisor, volunteers with Elder Care Network's Senior Law Day, served as a community member for Budgeting for Outcomes team with the City of Fort Collins. The business is recognized as a "Leader in Dementia Care" agency by the Alzheimer's Association and is a member of the Better Business Bureau.



VFLA Celebrates longevity



Contact Information

Address: 419 Canyon Avenue, Suite 200; Fort Collins, CO 80521 Phone: (970) 224-1191 Fax: (970) 224-1662 Website: www.vfla.com

Year founded 1986

No. of employees 20

Management team

Justin Larson, CEO Robin Pelkey CFO Frank Vaught, President Chris Aronson, Vice President

Primary service

Vaught Frye Larson Architects is a full capacity architectural firm offering comprehensive in house services including architectural design, interior design, land planning, graphic design, construction phase services and LEED certification services. Celebrating 30 years of business, Vaught Frye Larson Architects (VFLA) has grown its award winning reputation along with its architectural services.

A full capacity architecture firm, VFLA has offices in Fort Collins, Colorado and Cheyenne, Wyoming, offering an array of services including architectural design, interior design, land planning, zoning process assistance and construction phase services.

"We are a generalist practice which means we offer everything under the sun," says principal architect and partner Frank Vaught.

VFLA's services have garnered notable awards for its projects including the Governor's Award for Downtown Excellence, the American Institute of Architects (AIA) Colorado North Honor Award, and an Urban Design Award from the City of Fort Collins among numerous others.

Principal architect and CEO, Justin Larson attributes the success to the company's basic philosophy that architecture is the art of construction. "There are two types of architectural approaches. There's the construction of art where the idea of the design is put ahead of construction," he says. "We strive for the art of construction where we can create a beautiful design that is thoughtful in how it drives the construction."

VFLA's history began when Frank Vaught and Joe Frye met while freshmen at the University of Houston's School of Architecture. They moved to Fort Collins in 1971 and, in 1973, they founded Design Associates, working primarily on design/build house plans. Later, with two other partners, they formed ZVFK in 1975. In 1986, the two left ZVFK and opened Vaught Frye Architects.

"We were sustainable before sustainable was cool," says Robin Pelkey, VFLA partner and CFO. "We have a commitment to sustainability and were the first professional office to join ClimateWise (VFLA is now at the Platinum level)."

That commitment to sustainability brought another opportunity. "There was this young tenacious architect we would run into at AIA conferences," Vaught recalls, saying there was an immediate connection with Larson who owned JCL Architecture. "We found a lot of similarities between our businesses especially in a sustainability philosophy," Vaught says. "It was a good mix. We had seasoned senior veteran employees and Justin was young and energetic."

In 2011, Vaught Frye merged with JCL Architecture and formed Vaught Frye Larson Architects (VFLA). Architect Chris Aronson joined the team just after the merger and, in 2014, he became a partner.

VFLA promotes a team effort. For example, VFLA's office building also houses landscape architecture firm Ripley Design, Inc. "We have an advantage over other architectural firms because of our relationship with Ripley. We're teammates," Vaught says.

The open design of the office area fosters that exchange, says Pelkey. "We deliberately put people of different disciplines together and it gives us so many resources for diverse perspectives."

"We meet as a group and discuss our ideas and design solutions," says Aronson. "It's energizing and beneficial for our clients."

The result has been signature projects throughout Northern Colorado, southern Wyoming and into Denver and Colorado Springs.

VFLA's efforts extend beyond the workday with volunteer activities such as Crossroads Safehouse, Animal House, and the Boys and Girls Club. VFLA is a founding member of United Way of Larimer County Business Cares.

"It gives us a chance to work with each other on another plane," says Pelkey.

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