

SPECIAL
PULLOUT SECTION



Bravo!

2000 ENTREPRENEUR AWARDS

Celebrating Excellence in Northern Colorado Business

LIFETIME ACHIEVEMENT



KEN MONFORT

LOVELAND



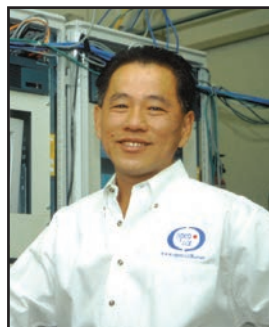
BILL BEIERWALTES

FORT COLLINS



**KIM JORDAN,
JEFF LEBESCH**

EMERGING



TIM GAN

REGION



**GREELEY
INDEPENDENCE
STAMPEDE**

GREELEY



BILL FARR

OUTLYING



**WALKER
MANUFACTURING**

SECTION

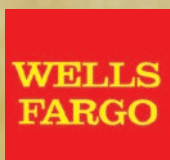
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Nov. 3-16, 2000

THE NORTHERN COLORADO

BUSINESS REPORT

PLATINUM SPONSORS:



Bravo! award winners, nominees endure jungle

By Christopher Wood and Jeff Nuttall
Business Report Co-Publishers

It's a jungle out there.

Nominations for this year's third annual Bravo! Entrepreneur program illustrate just how deeply Northern Colorado's economy continues to diversify, even as competition intensifies in every industry.

From high technology to banking, brewing to agriculture, manufacturing to events, this year's nominees for Bravo! Entrepreneur hail from the region's most-dynamic industries. What they have accomplished over the past years or decades inspires all entrepreneurs to new heights of accomplishment.

Bravo! Entrepreneur embraces the spirit of risk-taking and the ability to overcome obstacles and weather competition that characterize all the nominees — and a good portion of Northern Colorado's business populace overall.

As always, Bravo! Entrepreneur encompasses Fort Collins, Greeley, Loveland and outlying communities of Larimer and Weld counties.

This year's honorees include:

■ Kim Jordan and Jeff Lebesch, owners of New Belgium Brewing Co. Bravo! Entrepreneur, Fort Collins.

■ Bill Beirwaltes, founder of Colorado Memory Systems and Colorado Time Systems, and CEO of OnStream Inc., Bravo! Entrepreneur, Loveland.

■ Bill Farr, president of Centennial Bank of the West, Bravo! Entrepreneur, Greeley.

■ Max, Bob and Dean Walker, owners of Walker Manufacturing in Timnath, Bravo! Entrepreneur, outlying communities.

■ Kenneth W. Monfort, a pioneer in the beef industry who continues to promote Northern Colorado's growth through a variety of philanthropic activities, Lifetime Achievement Award.

■ Greeley Independence Stampede, winner of the Regional Spirit Award for its embracing of all of Northern Colorado for one of the nation's premier rodeos.

■ Tim Gan, founder of OpenLCR, a Fort Collins-based high-tech company, winner of the inaugural Emerging Entrepreneur award.

It's important to note, however, that Bravo! Entrepreneur does not honor these individuals alone; rather, it pays tribute to all of the nominees and indeed all of the individuals who take risks on a daily basis, who work out solutions to problems and who generate new ideas that turn into profitable enterprises. Total nominations this year were about 75.

In this special section of The Northern Colorado Business Report, you'll read of those who won these awards, but you'll also read brief synopses of all who were considered. You'll read of Jerry Donnan, whose Factual Data Corp. in Loveland is emerging as one of the nation's most-prominent mortgage credit-reporting firms. You'll read of David Carson, whose CBW Automation makes robots for a variety of manufacturing purposes. And you'll

read about Betty Tointon, whose Antiques at Lincoln Park sets new standards for antique stores, no matter where they are.

Bravo! Entrepreneur is a program of The Northern Colorado Business Report, in conjunction with the Fort Collins Area Chamber of Commerce, the Fort Collins Economic Development Corp., the Greeley/Weld Chamber of Commerce, the Greeley/Weld Economic Action Partnership Inc., the Loveland Chamber of Commerce and the Loveland Economic Development Council.

The president of each of those organizations serves on the Steering Committee, which is responsible for the overall success of Bravo! Entrepreneur. Yours truly also serve on the committee.

Steering Committee members from chambers and economic-development agencies each appoint business leaders to an Awards Committee, which considers nominations from the public and from the Awards Committee itself.

This year's committee included John Arnolfo of the Silver Grill in Fort Collins, Marge Yoder of Travel Connection in Fort Collins, Kelly Peters of the Loveland Center for Business Development, Irene Johnson of Loveland's Linsco Private Ledger, Kevin Schwindt of R.R. Donnelley Norwest in Greeley, Ted Warner of Connecting Point of Greeley and Rocky Mountain Technology Solutions of Fort Collins and Lucille Mantelli of Eastman Kodak Co.

They deserve our thanks for agreeing to review hundreds of pages of information on the nominees and for giving each careful consideration. Such a task is not easy, and each member strove to choose truly the most-deserving entrepreneurs.

We also thank the folks at Burns Marketing/Communications for helping put on the Bravo! event, Advanced Media for its creativity in video production, All About Events for handling the name tags and reservations, and Balloonz & Bouquets for the flower and balloon arrangements.

Additionally, thanks to Jake Jabs of American Furniture Warehouse for emceeding this event and to Primal Future for the entertainment.

We especially thank the staff of The Northern Colorado Business Report for long hours spent on every aspect of this program. Bravo! Entrepreneur would not be possible without their dedication and skill.

Lastly, thanks to our Platinum Sponsors, including Qwest Communications, Pratt and Wells Fargo Banks for their unending support of this program, and to all of our other sponsors, who are listed at right. Each played an integral role in the program's success. Additionally sponsors are listed below.

Here's looking forward to more amazing stories in 2001!

P.S. We would like to apologize for one glitch that emerged with this year's program, namely the tardiness of the invitations. Through no fault of All About Events but rather to a comedy of delays from various other parties, the invitations did not go out with the anticipated three-week notice.



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Carol Garton, president, Loveland Economic Development Council Inc.
Mike Hauser, president, Fort Collins Area Chamber of Commerce
Vicky Heitman, president, Loveland Chamber of Commerce
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Bravo! Entrepreneur Awards Committee

John Arnolfo, Silver Grill, Fort Collins
Irene Johnson, Linsco Private Ledger, Loveland
Lucille Mantelli of Eastman Kodak Co., Windsor
Kelly Peters of the Loveland Center for Business Development
Kevin Schwindt of R.R. Donnelley Norwest, Greeley
Ted Warner of Connecting Point of Greeley and Rocky Mountain Technology Solutions, Fort Collins
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Getting up early led to lifetime of success

Monfort legacy forged by luck, timing and lots of hard work

By Chryss Cada

Business Report Correspondent

Ken Monfort never spent much time setting goals; he's been too busy reaching them.

"I never had great plans," he said. "I got where I did by luck, timing and hard work."

"I've always gotten up early in the morning."

Monfort didn't make a decision to be an anchor of the agricultural business of Northern Colorado, but getting up early started him down that path. At the age of 10 he was up with the chickens to feed cattle.

The Monforts' cattle feeding business was started by Ken's father, Warren. Monfort grew up in the business, and when his older brother died in World War II, he became the logical successor to the family business. He left Colorado State University, where he was studying journalism, to help run the business.

"My dad was my biggest role model," Monfort said in phone interview from his retirement home in Florida. "Just by being with him and watching him work, I learned so much."

In the '60s the Monforts were the first to process meat where the animals were raised, rather than shipping live animals to processing plants. The innovative move reaped financial rewards by reducing the ship weight of meat. The family also was among the first to feed cattle year-round, by saving sugar beet tops from the summer's crop.

"I've always tried to make good decisions," Monfort said.

Interestingly, the decision he's probably the most known for, to bring baseball to Colorado, he wasn't so sure about.

"When Charlie (his son) approached me about starting the Rockies, I thought it was the stupidest idea I had ever heard," he said. "But I trusted him and it's worked out just fine."

The understated "fine" isn't a surprise coming from humble Monfort.

"The day I most remember in terms of success was the day in 1963 when the packing plant made enough profit to pay off the debt on it," he said.

Monfort, who retired in 1989, is known for his down-to-earth quality.

"My dad was my biggest role model. Just by being with him and watching him work, I learned so much."

— Ken Monfort

"Kenny's strongest characteristic is that he's always the same person," said his wife Myra. "Whether he's on the kill floor or at the White House he has a special grace about him."

Monfort's son, Charlie, admires that quality in his father.

"Whether he's addressing a university class or a kindergarten class he's himself," Charlie Monfort said. "He's a very sincere person and that always comes through."

"He taught us that was important."

Charlie also admires his Dad's commitment to whatever projects he takes on.

"He makes his influence heard and felt," said Charlie Monfort. "He knows how to get things done."

This desire to get things done caused Monfort some frustration during his 1964-68 term in the Colorado House of Representatives.

"He was used to running his own company and getting things done," Charlie Monfort said of his father. "In politics it can be hard to make an impact."

Ken Monfort has another son, Dick and daughters Kaye and Kyle. He founded the Monfort Family Foundation to support education programs and a variety of charities and groups. He has also served on the State Board of Agriculture, which oversees the university system Colorado State belongs to, and he was instrumental in hiring CSU President Al Yates 10 years ago.

Ken and Myra donated funds to found the Monfort chair in meat sciences and to revamp the university's Morgan Library. To acknowledge the family's contribution, CSU dedicated a quadrangle on campus to the Monfort family in 1995.

"Integrity. Hard work. Commitment to service. That's the reason we're all here this morning," Yates said at the dedication. "We're celebrating the contributions of the Monfort family, but we're also celebrating a way of life."

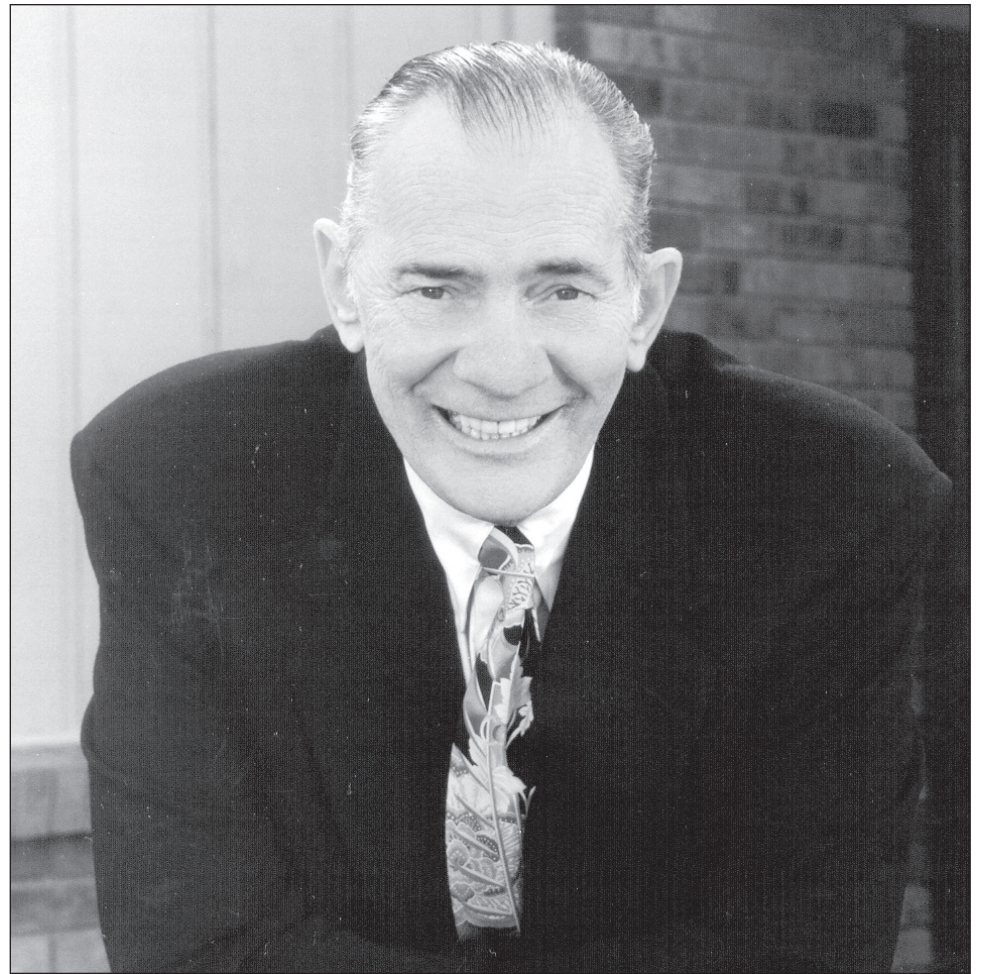
A way of life that has marked a lifetime of achievement and accomplishment for Monfort and underlines the reasons he has been named Bravo! 2000 Lifetime Achievement Award winner.



Bravo!

Entrepreneur —
Lifetime
Achievement

Ken Monfort



COURTESY MYRA MONFORT

Ken Monfort, a mainstay in the Weld County agricultural and business communities, is the Bravo! 2000 Lifetime Achievement Award winner. He credits his success to luck, timing and hard work.

Congratulations to the Winners & Nominees!

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More than a rodeo: Stampede about community

By Luanne Kadlub

Business Report Correspondent

You know that saying, "You can't please everyone all of the time." Maybe not, but the Greeley Independence Stampede has come close to doing just that for the past 79 years.

The Stampede, an offshoot of Greeley's Spud Rodeo, has grown into a mega-event that features Professional Rodeo Cowboy Association rodeos, concerts by some of the nation's top country and classic rock artists, barbecues and a carnival. As if that's not enough, there are a variety of religious services that draw 8,000 on Sunday mornings, a demolition derby that sells out each year, mutton bustin' for the kids, an art show and a two-and-a-half-hour-long parade. Oh yeah, and dances. All of these events have become syn-



Bravo!
Entrepreneur —
Region

Greeley
Independence
Stampede

onymous with celebrating the Fourth of July.

The Greeley Independence Stampede, this year's Bravo! Regional Spirit Award winner, now draws close to a half million visitors — a 700-percent increase in attendance since the late 1980s. People from neighboring states and the Rocky Mountains, along with much of Northern Colorado, now converge on Island Grove Park in Greeley for one or more days of family entertainment.

"This is one of the neatest events we do in Northern Colorado for a community of people," said Steve Holdren, a contract lobbyist who is in his second year as chairman of the Stampede Committee, a volunteer group that oversees the event. "It provides so much for the people of Northern Colorado."

The key to success for the Stampede? Ask anyone and the answer will be the same: Volunteers. It takes more than 2,000 volunteers to pull off the 12- to 14-day event. Greeley attorney Jeff Bedingfield, who served as chairman of the Stampede Committee during the organization's 75th anniversary three years ago, said, "It's the one event that I've seen that draws upon a very large bank of volunteers that cuts across all lines. Without volunteers, the Stampede couldn't be pulled off."

Holdren says the Wranglers — 300 men and women — are the backbone of the Stampede. They — along with community, civic and church organizations with members of all ages — have a num-



COURTESY OF GREELEY INDEPENDENCE STAMPEDE

The annual Greeley Independence Stampede parade is just one of the many community-focused events at the annual celebration.

ber of jobs to do, ranging from picking up trash after concerts to helping concert-goers find their seats; from making sure cowboys find where they need to be to helping line up parade entries. Volunteer organizations receive stipends from the Stampede, that this year totaled \$125,000.

The 13-member Stampede Committee, with members representing a cross-section of the Northern Colorado community, is the driving force behind the Stampede. Though the time commitment probably averages 20 hours per week year-round, the truth of the matter is most committee members spend most of the spring and summer overseeing their respective duties, be it the parade, security, rodeos, night shows or barbecues. Committee terms were recently reduced to four years from six to allow more residents the opportunity to participate.

Lynn Settje, executive director of the Stampede, said growth of the event means many of the responsibilities traditionally handled by the committee have become too big for volunteers alone. This has necessitated a paid staff, which now numbers nine.

The Stampede is more than just a good time in June and July. It gives back to the community in various ways, from substantial capital improvements at Island Grove Park that benefit all organizations and events held there to \$7,500 annually in college scholarships — a figure Settje said the Stampede would like to double, if not quadruple.

Also, in 1993-94 the Stampede Committee spearheaded the drive to enlarge the arena from 4,500 grandstand seats to 9,500; the arena can seat up to 14,000 for concerts when folding chairs are set up on the arena floor.

The arena also includes eight sky boxes that seat 22 people each and two clubhouse suites that seat up to 100 each.

The price tag on the project was \$4.1 million, with the city of Greeley and Weld County each contributing \$250,000. The remainder of the funds were raised by Stampede Committee

members, former Committee members and staff.

"Eight months after the decision to build, we had collected the funds and turned the (completed) facility over to the city," Settje said.

Why such growth for the Independence Stampede? Marketing, pure and simple.

In the late '80s, the Stampede began an advertising blitz in Denver by partnering with Denver television stations and other media, Settje said. "Until then, 1 percent (of visitors) came from Denver. Now it's 25 to 30 percent."

This year the Stampede partnered with KUSA-Channel 9, which broadcast the first hour of the July 4th parade in Greeley to an estimated 1.3 million people in a six-state region.

Broadcasting the parade created a whole new set of challenges, Settje said, from ensuring the parade kept to a lively pace to coordinating street cleaners following equestrian entries to pass through the designated broadcast block only during commercials. The extra effort, however, could result in a tremendous payoff by enticing even more people to come to Greeley to experience the Stampede.

Not content to reach out just to folks nearby, the Stampede markets itself nationally, too, and places advertisements in such publications as AAA's travel magazine and American Cowboy. Stampede staff also attends annual meetings of the American Bus Association and American Tourist Association in hopes of luring tour directors to make the Stampede a tour stop.

"It takes a while to build that," Settje said, adding that about 15 buses made such stops this year.

The Stampede Committee and staff strives to make the event accessible to all families with family day events and passes at reduced prices; reduced ticket prices for early-bird sales; and events available at no charge, including an entertainment tent featuring both national and local entertainment and a petting zoo.

And then there's the estimated \$20 million economic return to the community and businesses that benefit from the multitude of visitors in need of motel rooms, meals and sundries.

Ever try finding a motel room in Greeley during the Stampede? It can't be done, Settje said.

How much more can the event grow? "What we want is to be the most successful event we can be," Settje said. "There is a level of growth we can't go beyond unless there are more capital improvements."

What that cap is and when it will hit remains an unknown, Settje said. A likely scenario is when seating capacity is met for concerts and performances and remains at the level for several years.

If that does happen, the committee may deem it time to go to the next step and bring in even bigger night shows.

If bigger shows are on the bill, more room will be needed at the arena for additional seats.

But there's also the possibility that nothing will change that much, and the Stampede will stay small enough to fit in its existing facilities.

Beierwaltes brings vision to latest endeavor

Failed retirement leads to success as OnStream CEO

By Sue Lenthe

Business Report Correspondent

Bill Beierwaltes will tell you he flunked retirement.

Lucky for several businesses and hundreds of employees he did. At 57, Beierwaltes is chairman and CEO of Longmont-based OnStream. The Loveland resident is also the Bravo! 2000 Entrepreneur for the city he calls home.

Recruited in August 1999 to lead OnStream by its parent Philips Electronics of the Netherlands, Beierwaltes' past history includes three successful startups and a stint at Hewlett-Packard Co.

Originally from the Chicago area, Beierwaltes moved to Loveland in 1964 to join HP. He holds two undergraduate degrees from the University of Michigan — electrical engineering and math — and an MBA from Colorado State University.

Beierwaltes left Hewlett-Packard in 1974 to work on start-up Colorado Time Systems, which developed computerized timing systems for competitive swimming events. He launched Colorado Memory Systems in 1985, making tape backup systems for personal computers and the PC industry. HP purchased Colorado Memory Systems in 1992.

That sale sparked the retirement that Beierwaltes eventually "flunked" in 1997 when he launched OneStep Software. That company was making two software products — a personal information manager and a digital jukebox — when Beierwaltes sold it in 1999.

Philips Electronics sought the depth of experience Beierwaltes' resume reveals when it recruited him last year. The company needed someone with the background and vision to take its product to market.

"Philips had developed the technology at the component level, but had not done anything at the drive level," Beierwaltes said. "So we took the recording heads and the proprietary chips and made them into drives. That's part of what OnStream is today."

If OnStream is not yet an industry leader, the company holds leading technology, Beierwaltes said. And it has set some records, selling more

product in its first year than any company in the tape drive industry before, he said.

OnStream also has raised more money than any company has yet raised for tape technology: \$125 million.

Beierwaltes attributes those successes to OnStream's technology.

"The technology is an inexpensive technology, but at the same time a very advanced technology, compared to competitors," he said.

If Beierwaltes brings ample experience to OnStream, he said he faces a new set of challenges against competitors like Hewlett-Packard Co., Sony, IBM and Seagate. "It's different than I've ever seen before."

Things have changed, too, he said. "In the old days you could get magazine editorial awards as validation of your technology and product. But that doesn't work anymore. Too many magazines are giving awards."

Still, product validation is required in the marketplace, Beierwaltes said. Now that requirement is realized through original equipment manufacturers such as Dell, Compaq or IBM "who put their name on your product and resell it as their own."

That is in the works for OnStream, Beierwaltes said, and once accomplished, it's a big step. "We don't have anyone to announce at this moment. It's in process and we're optimistic."

His role now is one of salesmanship, Beierwaltes said. "My opinion is that the head of the company should both be vision holder and chief salesman ... able to sell the concept of the company to anyone."

The challenge now is to get the vision implemented through validation and good products.

Once the company is established, "then the vision holder becomes somewhat less important for a few years and the executive becomes more important."

On the product side, Beierwaltes sees OnStream moving into new areas and new products, including digital video, a marketplace rife with opportunity.

"The digital video market is not a market which has any leadership, any leading products or brands," he said.

For Beierwaltes the future holds the work of getting OnStream stabilized, working well and profitably. Beyond that, the next opportunity or retirement, perhaps, looms five to six years out.

"I flunked retirement after Colorado Memory Systems, but I did manage to retire for a few years," he said. "The idea there was to give payback to the family and my kids, who were still in school."

Those were important years, Beierwaltes said, that yielded richly in time spent with his family.

"What I'd preach to entrepreneurs in general is you should always have the goal of balance, even though the day-to-day is hard to manage. Balance in one's life, balance in work and family ... you can't let that go or you become one-dimensional."



STEVE PORTER • BUSINESS REPORT

Bill Beierwaltes, Bravo! 2000 Entrepreneur for Loveland, gained success after retiring.

Walker family entrepreneurs value people

Sticking to basics of family, faith leads to company's success

By Sue Lenthe

Business Report Correspondent

The product that has fueled Timnath-based Walker Manufacturing's success started as a hobby.

"In the mid-'70s my brother, Bob, and Dad bought a couple of riding lawnmowers. They were very disappointed in them," said Dean Walker, vice president of Walker Manufacturing. "We started more or less on a hobby basis.

We thought maybe we could build something better than what was out there."

Apparently, they could. Since 1980, when the three Walkers — Dean, Bob and Max — sold the first 25 riding lawnmowers

built from a prototype, Walker Manufacturing has made and sold more than 50,000 of the machines. Over the past 10 years the business has averaged growth of 10 percent per year.

All that success adds up to an impressive resume and an impressive list of reasons why the Walkers were named Bravo! 2000 entrepreneurs for outlying areas.

The ingredients for the company's success include a good idea and the people to turn that idea into a viable product, said Bob Walker, president of the company.

Walker Manufacturing employs 145. In addition, the company works with a network of about 50 distributors and 1,000 dealers located worldwide. Sales revenues in 1998 approached \$33 million.

"We started with an idea," Bob Walker said. "Back 20 years ago there were lots of riding mowers available but the ones typically used on a private residence were not maneuverable or compact enough."

The design came first, before plans to market the machine, Bob Walker said.

"We kind of backed our way into the market. We didn't do a market study first," he said. "We designed a machine to do a job."

The Walker Manufacturing story actually began in the 1950s when Max Walker launched a career manufacturing gasoline-powered golf carts in his home state of Kansas. Manufacturing looked like a way out of the cattle business.

The tool chest, back then, consisted

of a hacksaw, a cutting torch, a welder and a little grinder, Max Walker said. "Those were our tools. It was all hand-built in the beginning."

Those were humble beginnings, he said. "We had no education, but we were fascinated by the manufacturing business and wanted to get out of the cattle business, so this was a way of starting."

He later sold the golf cart business, developed a small truck and moved to Casper, Wyo., in 1962 to manufacture it there. That business ran out of money and sent the Walker family's fortunes plummeting.

"We had no money when we started," Max Walker said. "When you're on the farm, raising cattle you don't have any money."

In Casper, Max Walker said, "We went down the tube. My wife and I, we lost everything but our faith in God. We lost our home, we lost everything."

An idea for an evaporative cooler for tractor and combine cabs eventually put the Walkers back in business.

"We were able to pay our debts, pay the bank off. What a feeling it was to drive past the bank and think we didn't owe those guys a dime anymore," Max Walker said.

At the time the lawnmower idea came along, Max Walker's company was doing contract-manufacturing work. "We were, quite frankly, looking for a product," Dean Walker said.

Ask any one of the Walkers about their business and its progress and the company's emphasis on caring for people quickly comes up.

"We try to be a friendly, people-oriented company," Dean Walker said.

For example, he said, Walker Manufacturing does not schedule shift work. "We feel that goes contrary to the best interests of our employees' family lives and personal lives."

"We believe this," Bob Walker said, "that strong companies are made up of strong employees and strong employees come from strong families."

Bob Walker describes a ripple effect emanating from his business. Manufacturing a product not only creates a livelihood for his family and his employees, but for the people involved in sales and service of the product and in many cases customers, as well. Commercial-landscape contractors use about 70 percent of the machines Walker makes.

"Many of our people who buy these things are involved in small businesses or family businesses," Bob Walker said. "We look at all the livelihood and opportunity being created not just for ourselves, but for other people; to us you can get pretty excited about that."

In August, the Walkers held a family reunion to celebrate the sale of Walker Manufacturing's 50,000th mower. About 1,700 people came from all over the world to celebrate.

For the Walkers, that event provided evidence "that this opportunity has exceeded what we dreamed it would be," Bob Walker said.

Today, Max Walker's children are majority stockholders in Walker Manufacturing. He and his wife have minority positions. Bob Walker serves as president, handling the marketing and financial end. Dean Walker is vice



BUSINESS REPORT FILE PHOTO

Walker Manufacturing, founded by Max Walker, center, and now run by sons Bob, left, and Dean was built on family and faith. The Timnath company has sold more than 50,000 lawnmowers.

president and looks after engineering and product development. Max Walker, who still comes to work daily, has an advisory role.

Looking ahead, the Walkers say they plan to continue to pursue the opportunities they've been presented with at Walker Manufacturing. "Our overall goal is we want to go as far as we can," Bob Walker said.

The family pursues that goal with their faith in God ever in mind, Max Walker said.

"What you see has been given to us and we're trying to use it the right way to serve God and to be a help to people."

A physical expansion is in the works that will add 100,000 square feet to the plant's existing 100,000 square feet of manufacturing space and 16,000 square feet of administrative space.

A new product may be in the offing as well, Dean Walker said. A commercial walk-behind mower is in development stages. "There are always things to build," he said.

New Belgium founders have success bottled up

Brewery grows from Fort Collins basement to national presence

By Chryss Cada

Business Report Correspondent

Columbus has Victoria's Secret, Hershey has Hershey and Fort Collins has Fat Tire.

Jeff Lebesch and Kim Jordan, founders of New Belgium Brewing Company Inc., are the first couple behind the Choice City's most famous export.

Fat tire, as well as New Belgium as a whole, began in the mind of Lebesch during a ride through the Belgium countryside on, what else, his fat tire mountain bike. It was on that bike trip through beer country that Lebesch, an electrical engineer by trade and beer appreciator by hobby, decided to pursue his dream of opening a home brewery once he got home to Colorado.

He did just that, having friends taste-test his creations.

"The system worked pretty well," he said. "Although it's hard to get an objective opinion when you're giving away free beer."

Lebesch, a social worker by training, and Jordan met in 1988 and got married in 1990. The new arrival, New Belgium, wasn't far behind.

"I think the seminal moment was during a hike on Easter Sunday 1991," Jordan said. "We talked about our purposes and objectives and who we wanted to be as a company."

"That was the beginning."

The couple came down from their hike on Horsetooth and headed for the basement, where New Belgium Brewing Company capped its first brews in June of 1991. The couple had a neighbor paint the watercolor artwork that would serve as labels, Jeff brewed and Jordan and son, Zack, bottled.

Jordan would work all day as a social worker, pick up Zack from school and head out in the family station wagon to deliver New Belgium brews to local liquor stores.

After 14 months, the couple knew it was time to expand.

"We had beer stacked everywhere," Jordan remembers.

Sixteen months after capping its first bottles, New Belgium moved to a former railroad depot.

"At first I didn't have a vision beyond



Bravo!

Entrepreneur —
Fort Collins

Kim Jordan,
Jeff Lebesch



COURTESY NEW BELGIUM BREWING CO.

New Belgium Brewing Co. Inc. has come a long way since Jeff Lebesch started brewing beer in his basement.

the basement," Lebesch said. "I was really just out for the personal satisfaction."

"I'm passionate about beer."

The timing of starting the brewery was one of the factors behind its success, Lebesch said.

"We were the only ones brewing in town that bottled our beers," he said. "It allowed us to serve a market that wasn't being served."

In 1995, New Belgium moved into a state-of-the-art brewery facility that includes two quality assurance labs, a one-of-a-kind yeast propagator and 6 miles of stainless steel piping.

Lebesch with his background in engineering and love of detail, is most involved in the technical aspects of the brewing process. Jordan, with her people skills and outgoing personality handles marketing, personnel and other business operations.

"There is a clear difference in personalities," Lebesch said.

Differences that complement each other, Jordan agrees.

"We have very complementary skills sets," she said.

But she is quick to point out they didn't get where they are alone. Where they are is at the top as one of the most successful microbreweries in the nation and Bravo! 2000 entrepreneurs for Fort Collins.

"We've been fortunate to find people who share our vision and who are willing to work hard to make it a reality," she said.

Jennifer Vervier is one of those people. Now the company's chief financial officer, she started out on the bottling line.

"They're both quick to recognize the contributions of others, reward hard work, work very hard themselves and constantly seek out the advice of their coworkers," Vervier said.

There is no question that whatever the entrepreneurs are doing, they're doing it right.

After just 8 years in the business, their microbrewery is the largest in the state and the sixth largest in the nation. Last year New Belgium produced 150,000 barrels, a 41-percent increase

over the year before.

"We just feel lucky to have fulfilled our purpose of having a profitable brewery that allows our love and talent to manifest itself," Jordan said.

Deep Weld roots shape banker Farr

Sowing potato seeds helped reap successful career

By Tom Hacker
The Business Report

Mysterious, that Bill Farr still would grow potatoes in a garden plot on the acre of land that surrounds his west Greeley home.

One of his first — and least favorite — jobs was thinning seed potatoes on the farm his family tilled on the city's fringe.

"I'd walk the rows, picking out the diseased potatoes, leaving only those



Bravo!
Entrepreneur —
Greeley

Bill Farr

that would produce the best seed," said Farr, now president and CEO of the booming Centennial Bank Holdings Inc.. "That was an OK job — for about an hour."

Potatoes, like banking, are woven into the history of the Farr family, a clan that traces its roots to the time Farr's great, great grandfather stepped off a stagecoach in Greeley in 1877. Farr even married into potato royalty, choosing the 1969 Colorado Potato Queen, Sharon Magnuson, to be his wife.

While rooted as deeply in the dark, rich Weld County soil as any potato that ever grew, Farr has transcended his family's agricultural base to grow one of Colorado's most successful banks. His efforts have earned him the 2000 Bravo! Entrepreneur of the Year Award for Greeley.

"One of the reasons we do so well is because we know the people and we know the area," Farr said. "That's been a difference for us."

The state of doing "well" has lots of definitions, but hardly a one can measure up to the record of Centennial Bank. Since the Centennial holding company formed with the 1993 merger of Greeley Farmers Bank with Eaton Bank, assets have grown from \$27 million to \$490 million — an 18-fold increase in seven years.

Farr even has a celebration planned — complete with special gifts for each Centennial employee — when the bank



CHRIS WOOD • BUSINESS REPORT

Bill Farr has grown a rich banking career from his Weld County agricultural roots.

hits the half-billion-dollar mark, sometime in December by Farr's estimate.

"Every once in a while he'll stick his head out of his door and tell me where we are," said Glenda Cazer, for three years Farr's executive assistant at the bank headquarters on 47th Avenue in west Greeley. "He'll say, 'Glenda, we're getting close.'"

The milestone and the growth curve that brings it closer are events someone would expect to mark the end of a long banking career.

But Farr's is not. His first bank job was as a loan officer at Greeley National Bank in 1988. He did not take charge of a bank until 10 years ago, when he became president of Farmers National Bank in Ault, which was, along with Greeley National, a holding of Affiliated Bankshares of Colorado.

The Farmers-Eaton merger and ensuing formation of Centennial gave Farr the foundation for an independent bank empire that now has 11 locations so far, most of them strung like beads along Interstate 25 and U.S. Highway 287.

"We need to put the banks where the people are, where the business is," Farr said in 1999 of his strategic move westward for new branch locations.

While Farr's banking career spans just 12 years, his involvement in the industry is almost life long. He has served as a director of banking companies since the early 1960s, following his graduation from Iowa State University with a degree in animal science.

The banking roots tap his great grandfather's role as president of Greeley's Union Bank in the early 1900s.

"My wife found a calendar at a garage sale," Farr said. "It was put out by Union Bank, 1911: 'William H. Farr, president.'"

Agriculture paid the young Bill Farr's bills, though. As a partner in the family-owned Farr Farms Co., he worked with his two brothers and father, W.D. Farr, in a farming and feeding business that spanned three generations.

A downturn in Weld County's boom-bust agricultural economy changed Farr's course.

"Cattle feeding got so rough in the late 80s," Sharon Farr said. "The market was awful, and farm prices were terrible. There came a fork in the road where they had to get with the program

or get on with something else."

The Greeley National Bank job, at \$35,000 a year, plugged the gap. But banking is where Farr found his talents best applied, Sharon Farr said.

"He was in private business for a long time," she said. "He thinks that most people in banking have never really run a business. But he relates to people and understands them, because he's been there."

She also said her husband benefits from a sense of business clairvoyance that has led him into wise decisions.

"Honestly, it sounds like bragging, but it's not," she said. "It's as if he has psychic abilities. He instinctively knows what's going to happen before it does. Not only that, but how it's going to happen, and why."

The Farris met in 1959 when Bill Farr and friends were having lunch at the Hut Club Café in Eaton, where Sharon Magnuson, the potato queen, was a waitress.

"As we left, instead of a tip I left her a note," said Farr, then 30 years old. "The note invited her out on a date."

Sharon Farr recollects getting a glimpse of Bill Farr, the tightwad.

"He was kind of a cheapskate," she said. "I mean, instead of a tip he gives me this promissory note."

The two married in 1964, and are the parents of one child, son Andreas, now 26 and working as a lobster fisherman in Maine.

While Sharon Farr said her husband spends too much time on his job — including most nights and weekends — the couple find time to get away to their favorite trout stream, the North Platte River where it flows through Encampment, Wyo., and where the Farr family own cabins.

Farr said more time on the glistening waters of the North Platte is in his future.

"I don't think I'll do what my father does," he said, referring to 90-year-old W.D. Farr, who still puts in 9-to-4 days at his downtown Greeley office and never misses a meeting of the Greeley Water Board, of which he is an emeritus member.

While Bill Farr said he regards his father as his wisest, closest and most trusted friend, he won't follow the model of extending his working life into his 90s.

"Maybe 65," Farr said, responding to the retirement question. "Maybe a little later. As for what I'll do then, I'm not sure. How about more fishing? That wouldn't be bad."

Phone service revolution starts in Fort Collins

*Gan, openLCR.com
changing the way
to dial long distance*

By Luanne Kadlub

Business Report Correspondent

You gotta have fun if you're in high tech, said Tim Gan. And right now, he's having the time of his life.

Gan, named **Bravo!** Emerging Entrepreneur for 2000, is president and chief executive officer of openLCR.com — a 21-month-old company based in Fort Collins poised to change the way American consumers pay for long-distance telephone calls.



*Emerging
Entrepreneur*

Tim Gan

It's a confusing telecommunications world. There's dialing options such as 10-10 numbers. But forget a sequence of digits and the rates go up. There's a multitude of plans from which to choose. But which one is most affordable, when?

Wouldn't it be nice if the phone or fax machine could figure out which long-distance provider has the best rate at the time the call is made?

In a nutshell, that's the premise behind openLCR.com, the LCR standing for low-cost routing. "The concept is not new in the telecommunication world," Gan said. It's been available to businesses that have a PBX system with 50 or 100 phones attached. It's also been a success in Japan, where the technology has been in place the past eight years and used by 20 million consumers in that country.

In fact, Gan's partner, S. Fukuda, is credited with being the creator of "LCR in the phone" technology in the Japan telecommunications industry.

But until now, that technology has been unavailable in the United States. Gan and Fukuda are changing that.

So how does openLCR.com work?

The consumer purchases a fax or phone with LCR technology built in, logs on to openLCR.com's Web site to activate the service (consumers are asked which phone plan they currently use, be it AT&T, MCI Friends and Family or whatever) and codes are downloaded to the consumer's fax or phone. Every 30 to 45 days, the fax or phone automatically calls into openLCR.com's database for updates.

Thereafter, each time a long-distance call is made, the phone automatically searches for the least expensive long-distance provider at that time on that day. If none can be found, the call will be made at the regular plan's rate. And the bill will come from the regular long-distance provider,

regardless of how many companies openLCR.com technology connects with.

What's the catch?

For the consumer, absolutely none. The LCR technology has not boosted the retail cost of the phone and fax equipment, there are no service fees and no hidden catches, Gan said.

The company makes its money as a telephone line reseller. "We make a commission off traffic," said Gan, adding that many telecom companies are happy to accommodate the number of potential users — 10,000 have subscribed so far — that openLCR.com can deliver if the price is right.

The company also derives revenues from banner ads running on its user-friendly Web site, which not only contains information about an openLCR.com account, but also information on the weather, the latest movies, the stock market. Users can buy a book or play a Web-based game.

Gan, noting that 25 million out of 130 million households in the United States will buy a new phone or fax each year, said the potential for the company within the next five years is staggering. "We expect phenomenal exponential growth."

He said the company plans to provide additional services in the future.

To date, openLCR.com has formed partnerships with electronic manufacturing giants Sharp and Casio to include LCR technology in plain-paper fax machines and cordless phones. Eight-bit computer chips already are included in all phones and faxes, Gan said, so embedding the technology is not difficult. The first phones and faxes capable of using openLCR.com services are now hitting the shelves at electronics retailers nationwide, including those in Northern Colorado.

The response from both manufacturers and consumers has been positive, Gan said. Sharp is including LCR technology in four additional fax models, some designed for business use, and Casio is adding LCR capability to more cordless phone models.

In addition, openLCR is "working vigorously with other manufacturers" to include the technology in their products as well.

The company's goal is to have three-quarters of large electronics manufacturers embedding LCR technology into their products.

Gan said he chose to set up shop in Fort Collins because "for a service provider, Colorado is a very good place. If I wanted to make equipment, I would have been in Dallas. If I wanted to make routers, I would be on the West Coast."

Ten employees based in Fort Collins focus primarily on the service end of the business, while the Japanese subsidiary, headed by Fukuda, oversees design.

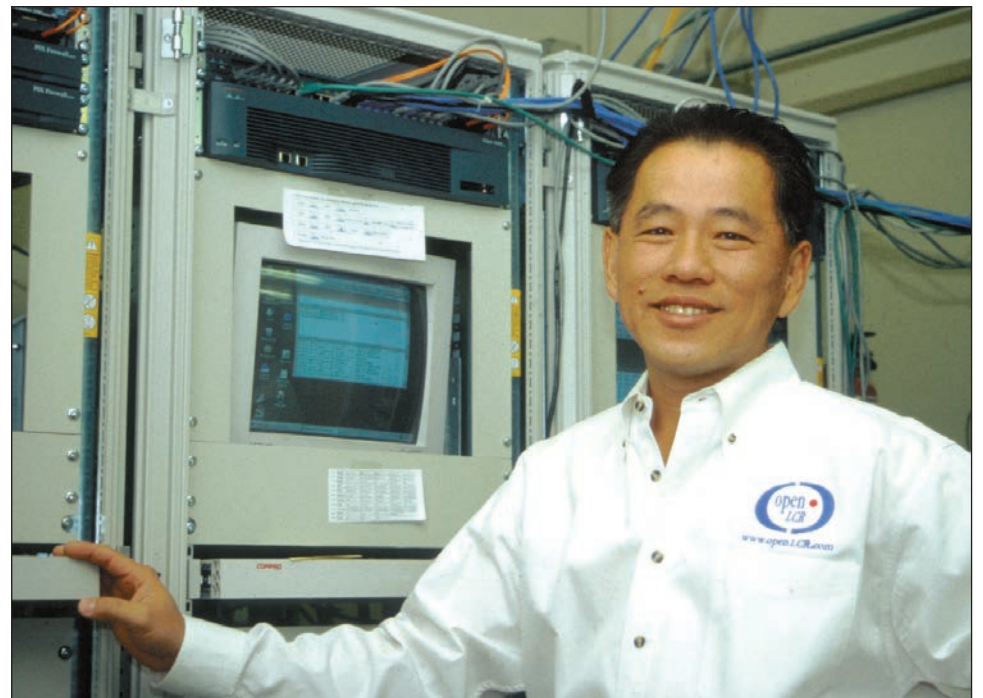
Gan, an 18-year veteran in telecommunications specializing in business between Asian countries and the United States, has been involved in two previous telecom startups.

His third startup — openLCR.com — has had its share of challenges.

"The first one is hiring people. You can find people, the problem is finding good people," he said.

Once good people are found, the next step, Gan said, is to convince them to make the jump to a dot-com startup, which has inherent risks simply because it is new and untested.

The second challenge, Gan said, is



DAN FEIVESON • BUSINESS REPORT

Tim Gan is the driving force behind openLCR.com, changing the way long distance service is delivered.

finding venture capital. The co-founders supplied the initial seed money themselves, then courted venture capital firms, obtaining an amount Gan would only say was in the "multiple millions."

The third challenge has been keeping on schedule. Gan said the company anticipated phones and faxes would be on store shelves before May. "We have had a few hundred thousand fax and phones shipped to this country. We're just waiting for them to hit the stores."

Although openLCR.com is the first to offer

the technology in the United States, Gan said he doesn't expect to be the only one for long.

"In this business, you always expect competitors," he said. "We will just have to run faster than anyone else. This is a high-tech business; it's new today and old tomorrow. It's not easy. Why we can do it so fast is we have done this in Japan."

And for now, Tim Gan is having the time of his life.

"We're very low key, very relaxed," he said. "Being high tech, you don't have to have pressure. Everyone's tense already."

N o m i n e e s

Bravo! Entrepreneur 2000

Bravo! Entrepreneur - Fort Collins

Michael Aller & David Lingle
Aller-Lingle Architects PC

David Lingle and Michael Aller started out designing custom homes in Fort Collins and Loveland in 1986.

Since then, the two have made a name for themselves in Northern Colorado with their work on university campuses and historic preservation.

The company's bread-and-butter work is multi-family buildings and university designs, such as the Lory Student Center addition and the Argus Tumor Center. However, some of their most well-known work consists of restorations such as the Rialto Theatre in Loveland and the Stanley Music Hall in Estes Park. They also will transform the old railroad freight center building between Maple and LaPorte streets in Fort Collins into the Downtown Transit Center for Transfort.

Robert and Heather Bisetti
Bisetti's Italian Restaurant, Pelican Fish Market, the Bisetti Co.

Restaurants and real estate are an unusual combination, but Robert and Heather Bisetti aren't the most usual of people.

The couple has been running their Italian restaurant since Robert took over the 22-year-old establishment from his parents in 1988. Heather had grown up with her family's five restaurants on Hilton Head Island in South Carolina.

Bisetti's has grown to encompass another Italian restaurant in Highlands Ranch and the

Pelican Fish Restaurant and Fish Market in Fort Collins.

The two also branched into real estate and maneuvered themselves to a point where The Bisetti Co. will get heavily into ownership of more commercial real estate projects further down the line.

David Carson
CBW Automation Inc.

David Carson owns CBW Automation, a 29-year-old company that manufactures robots for use in machine shops and the manufacturing process. The company has developed the world's fastest robotic arm. Carson over the past several years has trained his employees to use the Toyota method of production, rather than ones more typically used by American companies. Adjusting a model designed for mass production to serve a company specializing in manufacturing expensive, custom-made equipment was one challenge for management. But overall, the changes have led to higher employee satisfaction.

CBW is looking to grow by 20 percent in 2000 and now employs about 100 people.

Nigel Ferrey
Cytomation Inc.

Though recent international headlines announced the sequencing of the human genome, scientists are gearing up for the formidable task that still lies ahead — figuring out what it all means.

Complete genetic decoding will take years, and officials with Cytomation Inc. in Fort Collins are counting on the company's high-speed cell sorter to land them in midst of that search.

Cytomation, a privately held company, manufactures a product known as a modular-flow cytometer, or MoFlo. The technology has been around since the start of the human-genome race in the 1980s, but Cytomation has added innovations that enable the machine to process enormous volumes of material in a short time.

Russ and Carolyn Kates
Steele's Markets Inc.

Being friendly to the community simply makes good business sense for Steele's Markets.

But the company goes far beyond what typically is expected of area grocers. The locally owned company has a long-standing responsibility to the communities in which it does business.

Anyone familiar with Steele's Markets knows the effort placed on making customers happy.

Additionally, the meat, deli and bakery departments are known for their attention to detail and service.

And community donations are a matter of course for the grocer. Nearly 100 community organizations and events benefit from Steele's on a regular basis.

Additionally, Russ and Carol Kates give their time to no less than 17 organizations.

Richard Keith
Center Partners Inc.

Richard Keith opened Center Partners in 1997, after selling his 7-year-old temporary employment agency to CoreStaff Inc. His temporary agency had offices in Fort Collins, Greeley, Loveland, Boulder, Denver

Nominees

Bravo! Entrepreneur 2000

and Colorado Springs.

The new company was a call center staffed with agents trained to answer technical inquiries about products and services for corporate clients. Center Partners operates several locations, including Fort Collins, Idaho and Tennessee, as well as its newest facility in Loveland.

Center last year was acquired by The Winona Group. The company envisions sales of \$50 million by 2003.

Keith and Alan Lipps
Invision Integrated Creativity

What Keith and Alan Lipps do for other people's companies, they also have done for their own. The brothers and their employees are masters of marketing, helping propel products and companies to new heights.

Keith did the same thing in 1997 with Invision Marketing. Back then, he bought an existing design firm with nine employees. Now, they have a full-fledged marketing firm with 29 employees. The company grew to \$4 million in billings in 1998.

Alan later invested in the company, too. The company, now known as Invision Integrated Creativity, aims to offer the same quality of service as Madison Avenue, but with a Front Range style.

Loren and Carl Maxey
Maxey Cos.

Thirty-one years ago, Loren Maxey decided it was time to control his destiny. The company for which he worked was thinking of selling or leaving Fort Collins. Maxey didn't want to leave, so he purchased a small manufacturing firm and started making trailers.

Loren Maxey is president and chief executive officer of the company, and his son, Carl, is general manager and chief operating officer.

Through the years, Maxey has given back to the community in numerous ways. He is president of the Fort Collins Historical Society and a member of the Colorado State University Rams Club. Carl Maxey served as president of the Fort Collins Area Chamber of Commerce.

Bill Neal
Wheeler Commercial Property Services LLC

Bill Neal moved to Northern Colorado in 1972 to save the area from developers. Though he ended up becoming one himself, he has worked hard to ensure that his projects enhance the lives of the people who live here.

Building cities is his primary focus. One of his companies has built 20 percent of the city of Fort Collins in the last 30 years, 40 percent of the city of Greeley and parts of Windsor, Loveland and Boulder.

Major developments in Fort Collins include Great Crossing, Brown Farm, Kingston Woods and Poudre Valley Plaza. In Greeley, Neal has developed Bittersweet, Country Club Estates, Virginia Hills and Encampment.

Jim & David Neenan
The Neenan Co.

The Neenan Co. has built its reputation on finding an innovative approach to the business of building things from the ground up.

The Neenans came up with something called the "collaborative design process" where they can take schematics that would take eight to 10 weeks to complete

and get it done in a matter of days.

The approach is pretty simple. Everyone involved in the construction of a project is brought together in a room. They don't leave until everything is hammered out. Engineers can solve site problems, contractors can recompute their materials costs, architects can make design changes, all based on information they share with one another.

Doug and Wynne Odell
Odell Brewing Co.

Doug and Wynne Odell started Odell Brewing Co. in 1989, after they determined that microbrewing would be a growing industry, not just a passing fad.

When they arrived in Fort Collins from Seattle, microbrewing had no vendors, no demand and no equipment readily available, but the startup company was profitable within six months, largely because the two did all of the work themselves.

Between 1991 and 1997, the company grew more than 850 percent. Odell remained debt-free until building and moving into a new facility near the Poudre River in Fort Collins. Odell's beer is distributed in a number of states — including Colorado — largely in the American West.

Gunther Preuss
Genesis Fixtures Inc.

Genesis Fixtures is Gunther Preuss' second go-round at making it in the cabinet and store-fixtures business after selling Innovative Cos. to a Swiss investment group

in 1992.

Preuss has had to deal with cash-flow problems, growing pains and finding qualified people in a tight labor market.

Genesis makes store fixtures for a variety of clients, including Domino's Pizza, Kinko's, Ultimate Electronics, Sunglass Hut and more. Preuss sold Genesis Fixtures in March to Leggett & Platt, a furniture, bedding and furnishings manufacturer. Preuss made the sale because he saw that Leggett & Platt had the potential to take his company higher than it's ever been before.

Clayton Schwerin
Alliance Construction Solutions Inc.

Alliance Construction Solutions was founded in Fort Collins in 1982 as Baldwin Construction. Clayton Schwerin joined Baldwin in 1993 under a

planned succession agreement with Ed Baldwin that was complete in December 1995. Schwerin was instrumental in the company's expansion from public-bid work to negotiated-contract work in the private sector.

In 1996, the company's name was changed to Alliance Construction Solutions. Revenues and employment have grown steadily at the company, which recently announced plans to build a new headquarters in Loveland in the Centerra development at Interstate 25 and U.S. Highway 34.

Rayno Seaser
The Egg & I Inc.

Rayno and Patty Seaser opened the first Egg and I restaurant in 1987 in Fort Collins, offering upscale breakfast and lunch. Today, the company has

expanded with restaurants along the Colorado Front Range and in Wyoming. While the Seasers have majority ownership in several of the restaurants, the company began franchising in 1997, with the first franchise opening in Greeley. Others have opened in Cheyenne, Estes Park, the Denver Tech Center and Windsor.

N o m i n e e s

Bravo! Entrepreneur 2000

Dean Suposs
Avert Inc.

Avert Inc. started out as an information services company in 1986 and now focuses on helping employers screen prospective employees. The company performs background checks, issues reports on possible personnel and answers touchy legal questions about firing people. Avert's whole business changed with Web use. Before, it was an information service that collected raw data on applicants. The company sold reports and background checks to their clients with no interpretation. Now, with the Web, the company scores and grades the data it collects. Even more important, from 1996 to 1998, the company labored to create a computer program that allows clients to use its services through the Internet.

Frank Vaught & Joe Frye
Vaught-Frye Architects PC

Frank Vaught and Joe Frye began their company 14 years ago, but have known each other for 30 years — since college freshman days. They came to Fort Collins in the early 1970s when it was a town of 40,000. They saw the bad times in the late '70s and '80s, as well as the resurrection of Old Town. They've done a golf course in Coeur d'Alene, Idaho, and a project in Houston, but primarily their work is in Northern Colorado and Fort Collins: The renovation of the Linden Hotel, the construction of the new building for Associates in Family Medicine, a renovation to the Foothills Fashion Mall.

William N. Ward
Front Range Internet Inc.

William Ward founded Front Range Internet in August 1995, during what were still the early years of the Internet. Ward put his retirement money at risk to start a brand-new business concept that could have just as easily failed as taken off. He overcame a very competitive market with high overhead and turned a profit two years after he started. FRI has become the largest Internet service provider in Northern Colorado and expanded southward along the Colorado Front Range. FRI recently acquired Verinet, a locally based competitor.

Ellen and Ted Zibell
The Perennial Gardener

Ellen and Ted Zibell opened The Perennial Gardener, a garden- and nature-inspired gift store, in the summer of 1994. Through a combination of innovative store design, unique products and customer service, the store began showing a profit before the end of the first year. The Zibells have been an active part of downtown Fort Collins. The building that houses the store on North College Avenue has been restored following guidelines of the Fort Collins Preservation Commission and the Colorado Historical Society. The Zibells last year added a complementary business next-door, Sense of Place.

Bravo! Entrepreneur- Greeley

Ruben “Swede” Ehrlich & Scott Ehrlich
Ehrlich Motors Inc.

In November 1946, “Swede” Ehrlich opened a specialty auto repair shop in Greeley. Nine years later, he established Ehrlich Motors Inc. and sold American cars. In 1963, he took on the first Datsun dealership in the area. Japanese cars were new on the market, and small cars were not very popular. Toyota also was sitting on his dealer doorstep, but

he thought one Japanese product was enough. It was only last year that his son and general manager, Scott, added a Toyota dealership to go with the other Ehrlich dealerships that have become a fixture in the Greeley automotive landscape. Ehrlich credits the success of his family business to good service.

Zeke & Todd Garretson
Garretson's Sports Center Co.

Listening to customers and keeping up with their changing needs has helped fuel a 35-year run in the sporting goods busi-

ness for the Garretson family. Zeke Garretson launched the business in Sterling in 1965, then expanded to Greeley in 1983. Sons Todd and Eric work in the business with their father. Garretson follows a formula that has worked well for other retailing entrepreneurs. His store is divided into sections, with certain employees being completely responsible for their own area. Areas include hunting, fishing, golf, football, basketball, baseball and aquatic sports. For example, the employees in the baseball area do all the ordering and selling of baseball equipment.

Nominees

Bravo! Entrepreneur 2000

Rob Haimson
Potato Brumbaugh's Inc.

Rob Haimson managed Potato Brumbaugh's when it opened in 1981, and later purchased it in 1984.

He returned the restaurant to its original mix of laid-back formality that suited the Greeley population looking for an upscale Monfort beef prime rib and a white-tablecloth experience without the fuss.

Since his purchase of Potato Brumbaugh's, Haimson has promoted the concept that management should circulate among the customers. Managers get to know regular customers, they bus tables, they are present and visible. As a result of a return to upscale informality and personal attention, the restaurant has become the place to go for birthdays and anniversaries.

Mark and Mary Kendall
Kendall Printing Co.

Kendall Printing's story began in 1984, when Mark and Mary followed through on their long-held dream of owning their own print shop. The couple looked into acquiring print shops already in business but decided it was in their best financial interest to start from scratch.

By day, Mark and Mary worked at gaining clients; at night they worked the presses.

After significant growth, they built a 40,000-square-foot-building on the west side of Greeley. And now Mark Kendall says the company has already outgrown this space. To remedy the situation, he has acquired three adjoining acres and has Hensel Phelps Construction Co. working on plans for a 30,000-square-foot addition.

Mike Morgan
StarTek Inc.

In 1987 when Mike Morgan founded StarPak, now StarTek, it only had a presence in Greeley. Now, there are offices in Denver, the United Kingdom and Singapore.

Morgan figures out which behind-the-scenes services a company might need, then fills those needs through his outsourcing company.

StarTek has grown to include four main parts: Process management focuses on packaging; fulfillment for e-commerce fills and ships orders; teleservice offers technical and back-office support for high-tech companies, and project management takes entire projects and manages them on a client's behalf.

StarTek has 4,000 employees worldwide. The company is traded on the New York Stock Exchange.

Jerry Morgensen
Hensel Phelps Construction Co.

Hensel Phelps is an employee-owned construction company that has been led by Jerry Morgensen since 1973.

He promotes a systematic approach to construction. That is, the company attacks problems related to massive construction projects in a systematic way that will make the project painless for clients. Hensel Phelps tackles the construction of prisons, airports, mass-transit facilities and downtown

rehab.

A second major component of Hensel Phelps is to retain and attract good employees. Some employees in the trades are second- and third-generation with the company.

Hensel Phelps also has offices in California, Texas and the District of Columbia area. Last year, the company did a volume in excess of \$2 billion.

Powell Prothe
Vintage Corp.

Greeley native Powell Prothe started in the real estate business right out of college, working for Wheeler Real Estate. He later purchased Wheeler's property management division and founded his company in 1986.

At the time the real estate market was suffering and interest rates were high. However, Prothe anticipated the growth that was forming along the Front Range and trusted his ability to sell both property and services.

Prothe credits his employees for much of the company's success. Most have been with him for years, some for a decade.

Over the last five years, company growth has been in the 25 percent to 40 percent range.

Tom Roche
Roche Constructors Inc.

General contractor Tom Roche is proud of the company he leads.

A second-generation business, Roche Constructors Inc. was founded in 1971 by

Roche's father, Patrick T. Roche.

The construction firm has a Las Vegas office and does approximately half of its business in

Nevada and the rest along Colorado's Front Range.

He is proud that his company was general contractor for the multi-million dollar FlatIron Crossing Mall in Broomfield.

An extensive client list points to several notable customers. They include Hach Co., EFTC, Primex Plastics, State Farm, Cabela's World Headquarters, Aims Community College buildings, the Weld County North Jail Complex, various Target, Albertson and Safeway sites, and schools.

Curtis Sears
Sears Real Estate

Curtis Sears is president of a company founded by his father 27 years ago. Then, the average home sale price in Greeley was less than \$24,000 and a starter

home still could be had for \$10,000.

Since, Sears Real Estate has evolved into one of Greeley's leading firms. In 1995, the company began a growing involvement in residential construction and neighborhood development.

In 1997, Sears separated into two companies. One focuses on development and is led by Joe Whisenand, while the second is the original brokerage lead by Curtis Sears.

Over the years, several smaller real estate companies merged with Sears, and the firm now has approximately 30 agents.

Tim Thissen
Thissen Construction Corp.

Like so many entrepreneurs, Tim Thissen launched his company from his basement.

That was 23 years ago, and this year Thissen Construction will produce \$20 million to

Nominees

Bravo! Entrepreneur 2000

\$25 million in revenues. Thissen Construction does commercial work throughout the Front Range, as well as in New Mexico and Wyoming.

In addition to manufacturing buildings, Thissen's presence along the Front Range includes projects such as Lodo Self Storage in Denver, One Wynkoop Plaza in Denver, Garretson's Sports Center in Greeley, the Anheuser Busch gift shop in Fort Collins, the Western Plains Health Network building in Greeley and several projects on both the University of Northern Colorado and Colorado State University campuses.

Betty Tointon
Antiques at Lincoln Park

Betty Tointon opened her antique store 10 years ago in an old JC Penney building in downtown Greeley. With part of the main floor filled, it took two more years to fill the two upper floors and get enough merchandise to open the downstairs.

Now, the 22,000-square-foot showroom is filled to capacity with 25 dealers and a waiting list.

Tointon has added a tea room for the serving of high tea from fall to spring. It adds an incentive for people to visit the location even if they are not shopping for antiques.

The showroom's reputation has grown since its opening, and has become a destination shop for the region.

Duane Wallin
Bi-State Machinery Co.

When Duane Wallin took over Bi-State Machinery in Greeley with his partner in 1990, he didn't dream what kind of hurdles he was going to have to leap to

keep the business going.

In 1996, farm prices started heading for the basement. A disastrous slump in cattle feed hit ranchers and by extension, Wallin's business. While he was recovering from that punch, commodity prices in general took a nosedive.

In order to stay afloat, he's had to broaden Bi-State's reach a bit with a lawn-and-garden line. Also, Wallin has gone into selling small skid-steer loaders and has entered into the construction market as a supplier of four-wheel-drive tractors.

Ted Warner
RTH Inc., dba
Connecting Point of
Greeley/Rocky Mountain
Technology Solutions

As companies that deals in the computer market, Connecting Point of Greeley and

Rocky Mountain Technology Solutions have to deal with the rampant changes and continually declining prices of the industry.

The companies now are fully focused on service and solutions for other businesses, having recently gotten out of the home-computer retailing business. Partnering with other businesses had been a focus for many years, and now the companies are completely focused on working with business clients.

Since Ted Warner began managing the Greeley operation in 1990, revenues have increased five-fold. Additionally, three of the corporation's four owners are involved in day-to-day operations.

Lee and Warren Yoder
Weld County Garage Inc.

Weld County Garage continues to cling to its long-standing motto: "We make customers for life."

Now in its 92nd year, the Greeley company has outlived many of its best and most loyal customers.

The dealership that sells GM, Buick and Pontiac vehicles reported \$66 million in sales for 1999.

Lee Yoder, president of Weld County Garage, has been at the helm of the dealership since 1982, when he and partners Everett Francis and John Shupe bought the business from the McArthur family.

Yoder bought out Francis' share in 1988. Shupe's son-in-law, Kent Kingsbury, and Yoder's son, Warren, are now partners in the business.

Sid Wilke
Big R Manufacturing &
Distributing Inc.

Sid Wilke began working for Big R in Greeley while a University of Northern Colorado student. In 1986, when the Big R

retail operation was selling its bridge manufacturing business, Wilke made the purchase.

The company manufactures bridges, bridge components, culverts and other related materials. Most clients are in the Northwest and West.

Wilke has kept key management people by sharing ownership of the company with them, and overcomes some staffing frustrations by paying above-average wages and recognizing work well done.

Like Wilke, some employees have been with the Big R organization for more than 20 years. Wilke also shares his good fortune by paying bonuses annually and giving back to the community.

Bravo! Entrepreneur - Loveland

Mark Burke
Burke Cleaners LLC
and Mister Neat's
Formalwear

Mark Burke wrote the business plan for Mister Neat's Formalwear in 1974 during his final year at Colorado State

University. His professor told him the plan would never work. Today, Mister Neat's Formalwear is the largest formalwear company in the state, with 27 locations along the Front Range, including two TUXmart locations and seven Burke Cleaners locations.

TUXMart is a value-priced division of Mister Neat's.

Burke has overcome many obstacles over the years, including some years when tuxedos were out of fashion and increased competition from bridal shops and menswear stores. He differentiated his company by offering different designer tuxedos, by hiring quality employees and by focusing on quality and timely delivery.

Jerry Curtis
EagleSpan Steel
Structures Inc.

Jerry Curtis founded EagleSpan in 1996 to compete nationally in the \$7 billion metal-building

Nominees

Bravo! Entrepreneur 2000

industry against the industry giant, Butler Manufacturing, the world's leading producer of pre-engineered metal building systems with annual sales of almost \$1 billion.

Curtis' dream was to promote and sell a radically new structural steel beam that used rectangular tube construction with a revolutionary folded-web design. The end result was a super-strong, lightweight beam.

EagleSpan posts annual revenues of \$8 million, with plans to more than triple that to \$28 million by the end of 2002. Additionally, EagleSpan will build a new 40,000-square-foot manufacturing facility by the end of 2000.

Jack Devereaux
The Home State Bank

Jack Devereaux founded The Home State Bank in 1950 and founded American Bank in 1974 in order to keep a good share of the market. Today, Home State has three Loveland locations and has expanded into the Fort Collins market with a facility in Old Town. Home State now is eyeing the south Fort Collins market as well. American Bank in Loveland also has expanded onto the west side of that town.

Devereaux came up in the banking business when everything was based on service and personal relationships. He has had to adapt to new technologies, as well as increased competition from national banks that have entered the market. Today, Home State boasts assets of more than \$166 million.



Van DeWar
Northern Colorado
Cost Cutters

Van DeWar was drawn to the Cost Cutters franchise for two reasons. First, it was based in Minneapolis in his home state and second, Entrepreneur magazine has ranked Cost Cutters as the No. 1 value-priced franchise the past 15 years.

He opened his first store in Longmont. DeWar now has 23 Cost Cutters in 13 locations in Northern and Western Colorado and Southern Wyoming. He plans another seven stores in the next 18 months, primarily on the Western Slope and Wyoming.

DeWar also just bought the rights to Super Cuts franchise for Western Colorado. Super Cuts does just haircuts, while Cost Cutters does perms, color and cuts.

Jerry Donnan
Factual Data Corp.

Factual Data Corp. started as a two-person mortgage credit-reporting agency in 1985 in Fort Collins and has grown to 48 locations throughout the nation. In addition to mortgage credit reports, the company also does pre-employment and tenant screening for landlords.

Acquisitions also keep the company busy. Each new business is integrated into Factual Data Corp.'s system and way of doing business.

The company is one of six mortgage credit-reporting companies — out of 1,400 nationwide — approved on the Freddie Mac automated underwriting system and one of 12 on Fannie Mae's automated underwriting system. Factual Data controls 80 percent of the market share.

Susan Jessup
Sylvan Dale Guest
Ranch

Susan Jessup took over the Sylvan Dale Guest Ranch in Loveland in 1982. The ranch had been found-

ed by her father, Morris, in 1946. Jessup endured losses at the ranch through much of the 1980s but began an active marketing program in 1987, steadily moving the business into the black. During the 1990s, Sylvan Dale extended its reach beyond the "guest-ranch crowd" to businesses in search of a good retreat site, to families planning reunions, to parents of wedding parties and to other groups seeking to get out of the city.

Sylvan Dale employs about 65 workers during the summer and 25 during the winter. Jessup has developed the ranch into a year-round business, helping to ease the cash-flow woes of a strictly seasonal business.

Chad and Troy McWhinney
McWhinney Enterprises

McWhinney Enterprises was founded in 1994 and has already become a major force in Northern Colorado economic development. What began as 480 acres at Interstate 25 and U.S. Highway 34 has grown to encompass 3,000 acres in what is now called Centerra, a master-planned community of office, entertainment, restaurant, retail, residential and commercial facilities. Buildout of the property, which includes land on three sectors of the I-25-U.S. 34 interchange, is pegged at 25 years.

Companies that have located or plan to locate at Centerra include Factual Data Corp., Target, FirstTier Bank, The Group Real Estate, Alliance Construction Solutions and the newly formed Northern Colorado Economic Development Corp.

Mike Severance
Cactus Grill Inc.

Building the Cactus Grill of Loveland into a \$2 million business has been a labor of love for restaurateur Mike Severance and his wife, Colleen.

Severance, who has worked in restaurants since he was 15, hired on as general manager at the downtown Cactus Grill 12 years ago. Severance and his wife are now sole owners of two restaurants, both named Cactus Grill. All of the recipes have been conceived by Severance, and everything is made as fresh as possible.

The downtown Cactus Grill doubled in size when Severance purchased the adjacent building, knocked a hole in the wall and put in a full-size bar and 80-seat meeting facility.



Andy, Mike and Derek Veeman, co-partners
Veeman Dairy

Fifteen years ago, the Veeman family of Central Valley, Calif., saw in Northern Colorado an opportunity that appeared just about perfect. Good infrastructure, excellent transportation routes, quality of life and a growing population were exactly what they needed to make their dairy operation a success.

Veeman Dairy is run by Andy Veeman and his sons, Mike and Derek. They started with 100 acres east of Loveland and now own 350 acres with frontage along Interstate 25.

In June, Andy purchased 4,500 acres near Sterling. He and his daughter and her family will manage the Sterling operation.

Bravo! Entrepreneur - Outlying communities

Margo and Jerry Barnhart
Dreamcatcher
Learning Centers
Inc., Windsor

Margo and Jerry Barnhart launched Dreamcatcher Learning Centers Inc. in 1994. Its affiliate, Dreamcatcher Franchise Corp., operates 24 learning centers, while another affiliate, Dreamcatcher Instruction Centers Inc., operates three corporate-owned locations in Fort Collins, Greeley and Windsor.

Dreamcatcher Franchise Corp. recently sold almost all of its assets to IPI Inc. of Eden Prairie, Minn.

Dreamcatcher focuses on education in a one-on-one setting for K-12 students, home-school learners and adults. By educating one-on-one, Dreamcatcher can produce solid improvement in reading, math and spelling. In the company's first two years of operation, the average student gained one year of reading skills in 9.3 hours of one-to-one, direct instruction.

Tom Gray
Gray Oil Co., Fort
Lupton

You know you have a pretty good boss when he sells you his company, especially when it's been in his family for 63 years.

That's what Tom Gray, former owner of Gray Oil Co., in Fort Lupton did in February.

The triumvirate of president Tina Mann, vice president Dale Rains and secretary/treasurer Julie Engbarth, all former employees, now own the business. Gray serves as the chief financial officer for the distribution company his grandfather started in 1937. Gray Oil sells lubricants, hydraulic oil, gasoline, diesel fuel, anti-freeze and methanol.

Gray sold the business for one reason: If he died, he was worried what would happen to his employees.

Joe and Bob Raith
Morning Fresh Farms Inc., Platteville

Morning Fresh Farms, an egg farm started in 1970 under the management of brothers Joe and Bob Raith, was purchased by them in 1978.

At that time, the capacity of the operation was 360,000 laying hens. Now there are more than 1 million layers and it is Colorado's largest egg farm.

The company is marked by quality of management, freshness and food safety. Eggs are collected, processed, packaged and refrigerated daily.

No chemicals or pesticides are used to control flies. Waste is removed quickly and immediately dehydrated and composted. It's marketed in a complete line of organic-based lawn and garden fertilizer under Richlawn Turf Food and other brand names.

Michael Ricker
Michael Ricker Pewter,
Estes Park

Born and raised in Estes Park, Michael Ricker began his professional art career at age 20.

Over the years, after designing and producing thousands of sculptures,

he has emerged as one of the most collected artists in the world.

His work is collected by sports figures, celebrities and presidents. Ricker has created artwork for two presidents and for the United States Olympic Committee.

His vision is to preserve history in three-dimensional art for generations of children and their parents to enjoy.

Ricker has 28 retail galleries and is beginning to market products on a Web site. Long-term plans include expanding markets in the United States and internationally.

Israel 'Izzy' Salazar
TSN Inc.

If it's in a convenience store, there's a good chance that "Izzy" Salazar had something to do with getting it there.

Salazar owns TSN Inc., a packaging and distribution firm along Interstate 25 in Frederick. Since its birth in 1989, the company has grown to where it supplies 60,000 convenience stores across the United States with stock for their shelves.

The company was originally a product brokerage firm, that bought product and sold to an end user for commission. Salazar had to carry the company out of his own pocket for a time, but TSN recovered quickly. Now, a second distribution site is being planned.

Bravo! Entrepreneur Lifetime Achievement Award

Richard Boettcher
Professional
Finance Co.

Richard Boettcher came to Greeley in 1948 to attend then Colorado State College because he wanted to teach and coach. Despite earning a degree, he

never did teach.

Boettcher, who had taken a job with Professional Finance Co. in Greeley a few months before his graduation, opted to continue there.

Boettcher bought the company in 1954. Mike Shoop, Boettcher's son-in-law, purchased the business from him in 1993.

Over the years, Boettcher was frequently sought out for advice. No one ran for city council, county commission or state Legislature before talking to Boettcher first.

He also is a leader who has given generously of his time, serving on numerous boards, commissions and committees.

Dr. Donald Cook
Monfort Children's
Clinic

Dr. Donald Cook was drafted before he had to choose between college scholarships in music or football. While serving with the medical corps during World War II he

found his calling: Medicine.

He specialized in pediatrics.

Cook began practicing in Aurora in 1958 and moved Greeley in 1964.

Cook retired from practice in 1992 to direct the Monfort Children's Clinic in Greeley. Cook is credited with founding the clinic. He stepped down in 1998 but remains on the board of directors.

He served on the Greeley-Evans School District 6 Board, United Way Drug Abuse Task Force, Rocky Mountain Center for Health Education, as well as the Greeley and Colorado Medical Societies.

N o m i n e e s

Bravo! Entrepreneur 2000

Joe Tennesen
KFKA Radio, 1310 AM

Joe Tennesen is synonymous with great broadcasting in Northern Colorado. For more than three decades he has worked in different aspects of broadcasting, culminating in ownership of Greeley's KFKA radio station.

Tennesen put together an investment team in 1990 that purchased KFKA, Greeley's radio station since 1921. Then, as president and general manager, he rebuilt the station's staff and reputation after a series of unsuccessful owners in the 1980s. Tennesen remains with the station even though the ownership team sold KFKA earlier this year.

Tennesen has served on several boards of directors, too, including United Way of Weld County, the Weld County Mental Health Center, Salvation Army, Weld County 4-H Foundation and Greeley Philharmonic.

Robert G. Tointon
Phelps-Tointon Inc.

Robert Tointon has enjoyed a career in a broad spectrum of construction-related industries.

He joined Hensel Phelps Construction Co. in 1963 and later became president of the company.

In 1982 he was named president of the newly-formed Phelps Inc., an employee-owned holding company engaged in contract manufacturing. Later, Tointon took two of Phelps Inc.'s divisions and formed Phelps-Tointon Inc.

He planned growth by acquisition, eventually having assets in real estate, development and

coal bed methane gas with a combined volume of \$100 million.

Tointon also serves on boards of directors and is a member of many civic organizations.

During the course of his career, he has been recognized by his alma mater, the city of Greeley and his peers.

Bravo! Entrepreneur - Emerging Entrepreneur

Mark Hopkins
Peak Industries Inc.

Peak Industries is a contract manufacturer founded in 1996.

The company, which employs 170 and has revenues of \$30 million, special-

izes in mechanical and electro-mechanical assembly. Major clients include Hewlett-Packard Co., Motorola, Ball Aerospace, Bolder Technologies and others.

Company president Mark Hopkins moved Peak Industries from Boulder County into a 25,0000-square-foot facility in the Frederick West Business Park in 1997.

He attributes the company's growth to a trend toward outsourcing. When large companies don't want to do the manufacturing of certain parts, they turn to a company like Peak Industries.

Dave Howard
1Vision Software Inc.

Dave Howard left a long career in software management at Hewlett-Packard/Colorado Memory Systems in 1996 to found 1Vision

Software. He and three colleagues from HP began work on 1Vision's now-patented

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Nominees

Bravo! Entrepreneur 2000

Persistent File System, with the idea of creating an entirely new storage management software platform for PCs. With it, they could build multiple products.

The four saw a market for storage management that performed better than typical file management, backup and restore applications.

1Vision also is introducing the first Web storage drive that incorporates file management, backup and restore, and operates as a true network server.

Revenues have increased from \$500,000 in 1997 to a projected \$4.7 million this year.

Melissa Katsimpalis & Laura Sandell
ISIS Public Relations & Marketing Inc.

In January 1997, Melissa Katsimpalis and Laura Sandell started a public relations firm in an in-home office with \$7,000. With two clients and unshakable belief that they could help clients reach business goals, the two launched what now is close to a \$500,000 agency.

Staying true to its mission of being trustworthy and committed to clients and community, ISIS Public Relations now has its own office, 25 retainer clients and a roster of dedicated employees.

Katsimpalis and Sandell work one-on-one with clients, building creative teams of designers, photographers and videographers to serve the client's creative needs.

The client base includes biotech and high-tech firms, private foundations and higher education institutions.

Bret Lamperes

Dandelion Moving & Storage Inc.,
Dandelion Mini-Storage,
Dickerabid.com

Since taking over Dandelion Moving & Storage in 1995, Bret Lamperes took a business that was \$40,000 in the hole and built it into a \$1.8 million moving company that transports all over the country.

He got into the mini-storage business and is starting a Web site, www.Dickerabid.com, giving customers a chance to find the best price for their move.

In 1997, Lamperes started Dandelion Package Express, delivering parcels or overnight packages along the Front Range. A later venture into freight shipping didn't work out, so Lamperes returned to the basics of the moving business.

Dandelion Moving has a new location at the Windsor exit on Interstate 25.

Marcia Sampson, president
Eldon James Corp.

When Eldon James Corp. decided it wanted to reach out to smaller customers, company president Marcia Sampson hit the road

with a 30-foot trailer. She took along her children, parked in campgrounds along the way and lived out of it as she made sales calls.

Eldon James Corp. manufactures plastic fittings used to connect hoses and tubing.

Sampson formed the company, named for her two brothers, with her sister, Dee Sampson. The two purchased a division of Value Plastics Inc. in 1992 from their parents, Kent and Gloria Sampson.

The approach reflects Eldon James Corp.'s effort to cultivate more smaller customers, rather than just one or two large customers.

Anita Sayed
Projectworx Inc.

Anita Sayed launched Projectworx just 14 months ago. The company already is profitable and getting favorable attention for its work.

Billing itself as "architects for the Internet," Projectworx offers a range of services. The business can provide marketing strategies and materials, design Web pages, develop e-commerce Web sites, provide hosting and server support services and voice and data connectivity. Sayed also heads Cityworx which creates Web sites for cities in secondary markets. Cityworx already has done sites for Fort Collins, Loveland, Greeley and the Kingdom of Saudi Arabia.

Sayed said the company offers a depth of services that isn't common among competitors.

Bob Vinton & Larry Watson
RockySoft Corp.

RockySoft Corp.'s new e-SupplierLink product rides a wave of new thinking that guides how manufacturing business fortunes will be made in the future.

Experts predict manufacturing companies will need to compete on their supply chains, not on their own capabilities.

E-SupplierLink — a hosted, Web-based service provided directly to manufacturers or their trading-exchange partners — shares information about parts availability and manufacturing constraints between companies. It speeds and deepens the production-planning process by providing rapid information about multiple levels of a supply chain.

Watson developed the technology while at Hewlett-Packard Co. After 20 years at HP, Watson left to found RockySoft Corp. in June 1999 with Bob Vinton, a former Comlinear employee.

Rick Wagner
Employment Solutions Personnel Services Inc.

Employment Solutions specializes in industrial, office and technical placements in a wide variety of fields such as office administration, electronic testing and engineering, electronics, Web development and production labor.

The Fort Collins-based staffing service, launched in 1994, not only has to compete with national firms, but also has to compete using only local talent.

The company offers a special technical division called Synergy, that handles information-technology placements, product placements and contact placements.

Wagner appreciates his staff of 13 and tries to foster what he calls a "work hard-play hard" environment. The company offers bonuses for quality performance and the firm has a competitive fringe-benefits program.

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Nominees

Bravo! Entrepreneur 2000

Maury Willman
Ergonomic Health
Systems Inc.,
Willman Productions,
MediaTech Productions

Maury Willman has founded and/or owned five diverse companies, successfully selling two. She currently is president and CEO of three companies, including Ergonomic Health Systems Inc., Willman Productions and MediaTech Productions.

Ergonomic Health Systems, founded in 1998, focuses on creating unique and innovative ergonomic solutions for medium and large companies.

Willman Productions, founded in 1994, produces training and educational videos.

Willman recently founded MediaTech Productions, a turnkey e-commerce solutions company that offers Internet strategy, product development, video production, marketing and sales, accounting, fulfillment and hosting for its customers. One target for the company is Internet video and audio streaming, which will account for 5 percent of Internet traffic in 2000.

Bravo! Entrepreneur - Regional Spirit Award

Longs Peak Council of the Boy Scouts of America

The Longs Peak Council of the Boy Scouts of America serves more than 18,000 individuals in an area that spans northeastern Colorado, south-

eastern Wyoming and the Nebraska panhandle. Participants are first-grade through high-school students.

The council intersects with the region's business community in a variety of ways.

The business community supports Boy Scouts in part because it sees the benefit in helping to build people of character who will one day be good employees. Boy Scout values such as encouraging boys to do their best, do their duty to God and country, help others, and remain physically strong, moral and mentally awake are part and parcel of a strong work ethic.

Monfort Family Foundation

The Monfort Family Foundation was started more than 50 years ago by Warren and Edith Monfort and has left its stamp on numerous educational, medical and cultural activities in Greeley, Weld County and Colorado.

The foundation is now directed by Kaye Montera, daughter of Ken and Patricia Monfort.

The Monforts have given \$33 million to various projects and organizations since 1985, \$23 million through the Foundation. While the family foundation was initiated by Warren and Edith Monfort, it was their son, Ken Monfort, who built it into the major philanthropic organization that it is today.

In all, Monfort Family Foundation has given to more than 100 different causes.

Northern Colorado Latino Chamber of Commerce

Northern Colorado Latino Chamber of Commerce executive director Jorge Amaya remembers the plaintive query of a municipal official: "Why can't you be more like a real chamber of commerce?"

The answer is simple: That wouldn't serve members.

The Latino chamber serves as a clearinghouse for resources, referrals and information on everything from business financing, licensing and registration requirements to housing and civil rights.

The chamber is deeply involved in community development, spearheading an effort to revitalize

north Greeley neighborhoods through an effort called the Mercado Project.

And, among many other projects, Amaya's chamber is behind Weld County's first-ever voter-registration project aimed at helping Hispanics register to vote.

**Northern Colorado
Legislative Alliance**

Among three communities that have as often competed as cooperated, the Northern Colorado Legislative Alliance is an exceptional example of regional cooperation.

Led by Sandra Hagen Solin, the NCLA is the united effort of the Fort Collins, Loveland and Greeley chambers of commerce to lobby the state and federal legislatures on behalf of the Northern Colorado business community.

The efforts of the alliance are overseen by a 21-member board; seven representatives from each of the three chambers.

All three participating chambers have delegated all policy, legislative or public policy authority to the NCLA.

Priority issues for the NCLA are education funding, tax policy and transportation. The alliance's efforts have brought many successes.

UNC-CSU agreement

There has long been a quiet spirit of coopera-

tion between the University of Northern Colorado and Colorado State University, but it took place professor-to-professor or department-to-department.

In April 1999, the region's two higher-education outlets, under the leadership of presidents Hank Brown and Albert Yates, made a cooperative relationship official with the signing of a memorandum of understanding.

The agreement is aimed at improving efficiency and expanding educational opportunities for students through collaboration in areas ranging from expanding academic alliances to jointly pursuing purchasing agreements.

Since then, a variety of collaborative activities have been explored or undertaken by the two universities.

They include sharing faculty library privileges, human resource needs, staff training, surplus property, and collaborative curriculum discussions.

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CRAIG DEMARTINO • BUSINESS REPORT
Colorado State University College of Business dean Dan Costello and Tina Costello enjoy the Bravo! Entrepreneur reception.



Business leaders gather to honor the region's top entrepreneurs.



CRAIG DEMARTINO • BUSINESS REPORT
Longtime Greeley banking veteran Royce Clark accepts the Bravo! Entrepreneur Lifetime Achievement Award for winner Ken Monfort.



CRAIG DEMARTINO • BUSINESS REPORT
Richard Gast of Myatt, Brandes & Gast speaks with other attendees at the Bravo! Entrepreneur reception at the Fort Collins Marriott Hotel. Myatt, Brandes & Gast was a Silver Sponsor for Bravo!



CRAIG DEMARTINO • BUSINESS REPORT
openLCR.com president Tim Gan accepts the inaugural Bravo! Entrepreneur Emerging Entrepreneur Award. Gan's company produces technology that routes long-distance calls automatically to the cheapest rate.



CRAIG DEMARTINO • BUSINESS REPORT
Business leaders from throughout Northern Colorado congregated at the third annual Bravo! Entrepreneur awards program. From left to right, Chuck Macrum, president of Macrum Building Systems Inc., Ralph Kreidler of Wells Fargo Bank; Lynn Cassiday of the Greeley Independence Stampede; and Ted Warner of Connecting Point of Greeley and Rocky Mountain Technology Solutions of Fort Collins.



CRAIG DEMARTINO • BUSINESS REPORT
New Belgium Brewing Co. cofounders Jeff Lebesch and Kim Jordan, right, pose with Qwest Communications district manager Edie Ortega, center, at the third annual Bravo! Entrepreneur awards program Oct. 25. The event at the Fort Collins Marriott honored entrepreneurs from throughout Northern Colorado. Lebesch and Jordan won the Bravo! Entrepreneur Award for Fort Collins. Qwest was a platinum sponsor for Bravo! Entrepreneur.



CRAIG DEMARTINO • BUSINESS REPORT
Northern Colorado Business Report co-publishers Christopher Wood, left, and Jeff Nuttall, right, pose with American Furniture Warehouse president and CEO Jake Jabs, who served as guest master of ceremonies at Bravo! Entrepreneur Oct. 25.



CRAIG DEMARTINO • BUSINESS REPORT
Employment Solutions president Rick Wagner enjoys the Bravo! Entrepreneur reception with Employment Solutions employee David Campbell, as Professional Resources president Jan Haire looks on. Wagner was a nominee for the Bravo! Entrepreneur Emerging Entrepreneur Award.