

BUSINESS PROFILES

2011

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REPORT

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February/March 2011

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Driving the greater good

A-Train Marketing Communications Inc.

Names and titles (left to right) are:
 Gretchen Gaede, President & CEO
 Nicolle Tryon, Office Manager
 Dawn Duncan, Senior Account Manager
 Susanna Dominguez, Art Director
 Matt Sattler, Production Manager

Founded in Fort Collins in 1998, A-Train Marketing Communications, Inc. is a values-driven organization that is committed to driving the greater good by working with clients and industries who understand we can all make a positive impact on the world and who are dedicated to integrity, dignity, community and sustainability. One of the fastest growing private companies in Northern Colorado, A-Train Marketing provides a unique approach to marketing that balances outstanding strategic and creative solutions, covering the spectrum including market research and strategic planning, branding, public relations, graphic design, print collateral and web development.

The company was a recent finalist for the Northern Colorado Business Report Bravo Entrepreneur of the Year and was one of three finalists in the category of Small Business of the Year by the Fort Collins Coloradoan in 2007 and 2008. A-Train Marketing Communications, Inc. also recently won an international Davey Award for a video the company produced for the Larimer Center for Mental Health and received an Administrative Innovation award from the Colorado Chapter of the National Association of Housing and Redevelopment Officials (NAHRO) for its outreach plan and implementation to promote the Fort Collins Housing Authority's Villages housing program. In May, 2010, A-Train Marketing Communications, Inc. was honored to accept the Governor's Award for Outstanding Business in the annual Community Service Awards given in Denver, CO. A-Train Marketing's co-owners, Gretchen Gaede (2005) and Ryan Keiffer (2007) have won the Fort Collins Coloradoan's Rising Business Star Award, and

Gaede recently won the United Way Volunteer Group Award for her commitment to community support.

In 2010, A-Train Marketing's staff donated over 1,800 hours in volunteer time and pro bono services, and is a founding member of the United Way of Larimer County's Business Cares program. The company is a highly focused on assisting non-profit and for-profit organizations in the areas of strategy, PR, events, and promoting a values-driven workplace that benefits the community at large. The agency has a broad spectrum of industry experience including the arts, human services, environmental & sustainable enterprise, child-focused programs and community initiatives.

Considered expert strategists and promoters, A-Train has moved to the forefront of new and cutting-edge projects in Northern Colorado, including being an integral part of launching and re-branding of music endeavors such as SpokesBUZZ, an initiative designed to promote area bands and garner recognitions, resources and opportunities for them outside of the Colorado music arena. SpokesBUZZ debuted in full force at the 2010 South By Southwest Music Festival in Austin, TX, thus putting six Fort Collins bands in the mix with more established and urban-area entities. A-Train is recognized for its diverse group of clients and the continual focus on creating marketing and promotional strategies that allow organizations to move to the forefront while still honoring and protecting their core values and mission.

Currently, A-Train is located in Old Town Fort Collins and is celebrating its 13th year in business as of 2011.

a-train[®]
 marketing communications inc.

215 W. Oak, Suite 800A
 Fort Collins, CO 80521
 970.419.3218
www.atrainmarketing.com

Year founded: 1998
Number of employees: 5
Top executive:
 Gretchen Gaede, President
Primary Services: A-Train Marketing provides a unique approach to marketing that balances outstanding strategic and creative solutions, covering the spectrum including market research and strategic planning, branding, public relations, graphic design, print collateral and web development.

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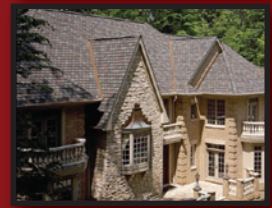


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Advanced Roofing Technologies



Advanced Roofing Technologies Covers the Region



Last year, 70 percent of Advanced Roofing Technologies' business came from either repeat or referral customers.

That says a lot about the roofing company, a locally owned and operated business that was voted Northern Colorado's Best Roofing Contractor.

"We believe that there are some basic principles that apply to running a business no matter what you're doing," says Brad Evans, President of ART. "The bottom line is to be honest and fair with everyone you deal with."

As a full-service roofing contractor for commercial and residential properties, the company offers a wide array of services including maintaining and servicing existing roofs, replacing or retrofitting roofs as well as new construction. Some of the products ART provides and installs are single-ply membranes, spray coatings, metal, shingles, and tile as well as repair services for every type of roof system.

Brad and Mikaela Evans bought Advanced Roofing Technologies in 2004 from company founder Bill Steeves, who still works for ART as the Commercial Team Manager. The company has always strived to provide the best possible solutions for all of its customers since it was founded in 1993. Brad and Mikaela continue today with a mission statement that includes a goal of 100 percent customer satisfaction. That on-going commitment to the customer has earned them their outstanding reputation.

That reputation means professionalism, quality and reliability. The company sets up prompt appointments and provides free computer-generated itemized estimates and inspection reports. It provides every customer with a schedule for when crews will be working on a roof and the Project Managers do daily checks with Foremen and Superintendents to make sure

the project is going as planned.

General Contractors and Builders can count on ART to present accurate bids up front.

"We don't submit low bids to get a project, and then have continuous change orders driving the cost up," Evans says.

ART's commercial projects include Lemay Avenue Health and Rehab Facility and The Flats at the Oval apartment complex in Fort Collins, JBS in Greeley, Medical Center of the Rockies and Davidson-Gebhardt Chevrolet in Loveland and work at Warren Air Force Base in Cheyenne.

Based in the heart of Northern Colorado at Interstate 25 and Crossroads Boulevard, ART serves the Front Range from Denver's northern suburbs to Fort Collins, including Cheyenne and Laramie, Wyoming. They are members of the National Roofing Contractors Association as well as the Colorado Roofing Association, where Evans serves on the board of directors.

As more of the construction industry adopts green building practices, Advanced Roofing is expanding into solar and photovoltaic installation. Due to new regulations and requirements for this emerging technology, ART is investing heavily into training and certifications that will soon be required.

"Because of this, along with partnering with manufacturers that are developing new technologies, we are on the cutting edge of the solar market," Evans says.

The company had one of its best years ever in 2010, a reflection of its excellent work despite the challenges of today's economy.

"We are committed to customer service and providing the best value to our customers," Evans says. "Those commitments have led the company to where it is today."

4496 Bents Drive, Unit C
Windsor, CO 80550
Phone: 970.663.0203
Toll Free 866.967.8717
Metro 303.288.9425
Fax: 970.663.0292
www.advancedroofingtech.com

Year Founded: 1993
Top Executives:
Brad Evans, Bill Steeves,
Jeremy Wangerow
Primary Service:
Commercial and residential
roofing contractor, roofing
maintenance and repair

Office Staff



SHAUN MOSCRIP



CSU Hughes Stadium Expansion



CSU Indoor Practice Facility

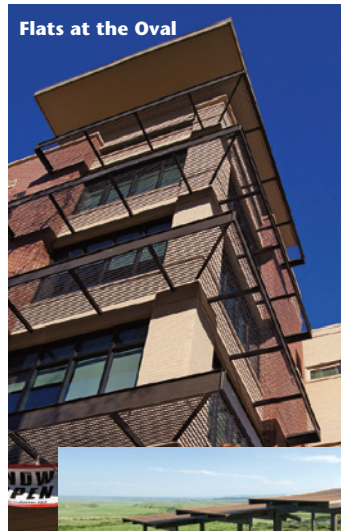


Northside Aztlan Community Center

IAN SHUFF



Flats at the Oval



Soapstone Ranch



Custom Blending

Past Experience, Present Success, Future Growth

When David Lingle, a founder in the firm of Aller•Lingle•Massey Architects P.C., decided to plan for owner transition and his eventual retirement, he looked no further than to two up-and-coming young architects already in the firm --- Shaun Moscrip and Ian Shuff. They have been partial owners in the company since 2008.

Shaun and Ian joined the firm in 1998 and 1999, respectively. Shaun, a graduate of the University of Nebraska-Lincoln but a Colorado native, had experience with three other architectural firms prior to associating with ALMA, but Ian joined the firm fresh out of architecture school at Montana State University. Their individual strengths and interests have led them to develop their own expertise and clientele.

Ian's diverse experience ranges from commercial office, retail and light industrial development, to mixed-use residential and historic preservation. Some of his residential projects include Flats at the Oval mixed-use student housing in Fort Collins, Vista Ridge Condominiums in Estes Park, and the Phase 2 expansion of the Mirasol Senior Housing development for the Housing Authority in Loveland.

Ian's commercial work includes the Foxtrail Professional Office Condominiums in Loveland, several buildings in the Villaggio development on Harmony Road, and the new Custom Blending facility in Fort Collins. His historic preservation work includes the Primrose Art Studio and the main house and other buildings at the Nix Farm Natural Area, both for the City of Fort Collins, and the restoration of the main house at the Heller Center for the Arts for the University of Colorado at Colorado Springs. Recently he completed the design of shelters, observation pavilion and other structures at the City of Fort Collins' new Soapstone Ranch Natural Area.

Shaun has developed an expertise in municipal architecture, with a specialization in parks, recreation and athletic facilities. He has provided the architectural design for more than a dozen neighborhood and community parks throughout Colorado, including Water's Way and several other neighborhood parks for the City of Fort Collins, Sandstone Ranch, Dry Creek and Blue Skies Parks for the City of Longmont, Hideaway Park for the Town of Winter Park, and Ray Ross Park for the City of Lakewood.

Shaun's work in athletics includes the expansion of Hughes Stadium and the new Indoor Practice Facility for Colorado State University. Recreation projects include the renovation of the City of Fort Collins' City Park Pool and the new Northside Aztlan Community Center, the first full service recreation center in the United States to achieve LEED "Gold" certification from the U. S. Green Building Council. This joins numerous other LEED projects either completed or in design, making Aller•Lingle•Massey Architects P.C. one of the leading sustainable design firms in Northern Colorado.

Along with Brad Massey, a principal since 1998, Shaun and Ian represent the "next generation" as ALMA continues to grow and diversify. Joining founding partners Mick Aller and David Lingle, they add depth of experience and a fresh perspective to the company. As David transitions out over the next several years, Shaun's and Ian's roles and responsibilities will continue to grow. Their reputation with past clients, combined with their architectural creativity and a dedication to exceptional client service, have been integral to helping the firm weather the recent recession and maintain the firm's staff of dedicated professionals. Aller•Lingle•Massey Architects P.C. remains positioned for even stronger growth as the construction industry rebounds in the years ahead.



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712 Whalers Way,
Suite B-100, Fort Collins, CO 80525
Phone: (970) 223-1820
Fax: (970) 223-1833
www.aller-linge-massey.com

Year Founded: 1986
No. of Employees: 13
Top Executives:
Michael (Mick) Aller, David Lingle and
Brad Massey
Primary Services:
Architectural, planning and interior design services. Project types include university and higher education; municipal and institutional; student and affordable housing; mixed-use residential; theater and conference centers; parks and recreation; office, commercial and light industrial; transportation facilities; and historic preservation.



Chimney Park in Windsor

Water Conservation: Doing the Right Thing

"Half of the world's population is expected to suffer from severe water shortages by the year 2050." This frightening statistic was published in the May 2010 edition of the American Water Works Association Journal. Author Steve Maxwell developed a comprehensive analysis of the challenges and opportunities in the world water market, the details of which are already well known by a local irrigation engineering firm. Celebrating its 35th anniversary in 2010, Aqua Engineering is keeping tabs on the shape of our water supply and helping clients conserve our precious natural resource.

"With approximately 70% of our nation's water use consumed by irrigation for landscapes and agriculture, we see it as our personal responsibility to conserve," says Aqua Engineering President Robert Beccard. "As engineers, we have the unique ability to approach this challenge as technical problem-solvers, and use technology to develop innovative solutions." Technology has always been a big deal at Aqua Engineering; the firm began producing their designs using AutoCAD in the mid-1980s, well before it became mainstream. They have developed proprietary irrigation design software to facilitate production and their latest innovation is a module called IDEA, or Irrigation Design Efficiency Analysis. This module allows the firm's engineers to graphically compare the application efficiency of various sprinkler layouts.

IDEA is especially helpful in evaluating existing systems. Aqua Engineering provides water conservation analyses to agencies looking to improve water efficiency by updating existing irrigation systems. "Understanding irrigation efficiency as a product of total system operation is instrumental in identifying opportunities

for water conservation," says Beccard. "Upgrading to the latest and greatest controller isn't going to yield the savings you're looking for if the problem lies elsewhere in the system." The firm has identified conservation opportunities for corporate entities such as State Farm, federal agencies like the Department of Veteran Affairs, and local agencies such as Denver Public Schools and Denver Water.

Denver Water has contracted Aqua Engineering on three occasions to reduce the City's outdoor water consumption. The most recent project required the evaluation of irrigation systems at over 200 school facilities within three public school districts. "Evaluating that many irrigation systems within three months is quite an endeavor," says Project Manager and Partner Cullen Kinoshita. "But it represents the very best of what we do, and our staff resources and combined expertise made the task less daunting." Results of the analysis were compiled into a report, including recommendations to substitute unnecessary turf areas with native plantings, and even stress passive turf during peak season demand periods.

Despite the potential water savings associated with modernizing aging irrigation systems and renovating existing landscape, it's a difficult sell during an economic recession. At a presentation to the Denver City Council Subcommittee on Water in 2002, Aqua Engineering estimated the payback to renovate irrigation systems at Denver's parks to be within the 15 to 20 year range. Economically, that estimate sounds a little bleak. But the late Chips Barry, then Director for Denver Water, put it all in perspective when he said "this is not about return on investment; it's about doing the right thing."



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Year Founded: 1975
No. of Employees: 15
Top Executives:
Robert W. Beccard, PE (President)
Darren M. Salvador, PE
(Vice President)
Douglas G. Macdonald, ASIC,
LEED-AP (Vice President)
Elaine Bustos, MBA
(Chief Operating Officer,
Vice President)
Primary Service:
Irrigation System Engineering and
Water Conservation Analyses

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Specialty practice a hallmark of Caplan & Earnest

Law firm's attorneys boast deep expertise in a variety of areas

BY KEELY BROWN
Business Report correspondent

About to celebrate its 42nd year, the law firm of Caplan and Earnest has been an integral part of the Boulder business community since its inception in 1969. The firm, which is recognized for its reputation of excellence in legal services, has a distinguished roster of partners and associates.

By allowing its partners and associates to develop their own practice and expertise in the firm, Caplan and Earnest has been able to draw highly sought after attorneys in all areas of its practices. Meghan Pound, a litigation associate specializing in health care and school law issues, said, "Associates are an important part of the firm and we are always given the opportunity to help our clients while expanding our experience."

Working in all areas of practice, under the supervision of department heads, associates are given the opportunity to work directly with clients and prove themselves in court often with spectacular results. Recently, Sally Berg, an associate, special-

izing in construction law and insurance recovery, first chaired a trial in a complex road construction dispute. She secured a jury verdict of over three-quarters of a million dollars for her client.

"This was a wonderful opportunity," Berg said. "Not many associates in other firms have substantial client interaction, much less being allowed to take the lead in this type of litigation. It shows how much trust and confidence Caplan and Earnest has in its associates."

This trust has proved, time and again, to be amply justified. Pound had a similar experience when she won a defense verdict for her clients in an employment case that reached a jury.

Pound said associates also have a tremendous impact on the day-to-day operations at Caplan and Earnest and have worked with the firm to implement the most modern, technology. "In both jury trials last year, our presentations were entirely electronic," Pound said. "We have moved into high-tech trial practice."

"The associates have asked for more high-tech tools and Caplan and Earnest has provided them to us," Berg added. "We now have in-house staff that can create entirely paperless presentations at the highest professional level." This allows us to save time and gain a higher impact.

Senior litigator and managing partner Bill Kowalski said Caplan and Earnest also emphasizes quality of life for its associates. "The firm encourages its associates to be active in the community

Attorneys from L to R:
Kristen Edgar, Kris Simms, Cindy Pechon,
Ranmali Bopitiya, Timothy O'Neill,
Sally Berg, David Olson II, Brad Hendrick,
Meghan Pound, Toni Wehman

and recognizes the value in living life outside of the office and spending time with family."

As a 30-year Caplan and Earnest veteran, Kowalski knows that it's not an accident that the firm enjoys an exceptionally high retention of associates -- many of whom eventually become partners.

"All of our partners take part in hiring associates. This has been the model that we've always followed," Kowalski said. "It's the way we've developed this firm — you hire good lawyers, and expect them to be partners one day. "Our associates have always been an essential part of our success."

One Boulder Plaza
1800 Broadway, Suite 200
Boulder, CO 80302-6737
(303)443-8010
www.celaw.com

Year Founded: 1969
No. of Employees: 47

Managing Partner: Bill Kowalski
Primary Service: Business and Finance,
Education Law, Employment Law, Health Law,
Homes and Services for the Aging,
Immigration Law and Naturalization,
Insurance Recovery, Land-Use and
Development, Litigation, LOHAS, Real Estate,
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Climate Wise Hits Another High Mark

Ten years and still going strong: The City of Fort Collins Climate Wise program can easily wave that banner as it looks back on the past decade. There's no doubt that it's grown and made a large impact in the community. The free, voluntary program started with 13 business partners and 23 projects that saved over \$561,000 in 2000. The latest figures show it growing to 250 partners and, during 2009, businesses reported 969 projects saving \$8.4 million.

Kathy Collier, Climate Wise Program Manager is thrilled with the progress. "It's amazing on one hand, but not really surprising when you look at what has occurred," she says. "People were ready to connect because they wanted to make a difference in the community and in their businesses. And they have certainly done that."

The success is not only based on conservation efforts, but the connections between local businesses within our community, she adds. "Connecting people, planet and the profit margin is what has made this work so well. Witnessing the excitement and continual engagement from our community is so inspiring."

Climate Wise has a mission to support Fort Collins businesses and the environment. City staff works with local companies, from big box stores, to the single owner enterprises, and helps them find ways to reduce energy use, transportation miles, water use and waste. "As part of the partnership agreement, Climate Wise helps businesses and organizations find ways to incorporate new activities and projects that will continue these efforts," Collier says. "It's not always about huge financial or capital improvements. For instance, sometimes just engaging employees to recycle more is

enough. We look at the low hanging fruit first and that often nets wonderful results."

One example is an ice cream business that would dump leftover ice into a sink and then rinse it down with water until it melted. "By just letting it melt and drain on its own, a good amount of water was saved. For another company, it was as simple as having employees turn off computers at night. And staff will help business partners track these savings."

In fact, tracking shows some big savings: Since 2000, Climate Wise partners saved 369 million kWh of electricity; 9.5 million therms natural gas; 110,200 tons of solid waste; and 5 billion gallons of water—saving more than 577,000 tons of greenhouse gases.

One of the first programs of its kind, Climate Wise has gained national attention with its efforts. The Harvard Kennedy School recognized it as a Top 50 Innovative Government Program in 2008. That same year, Climate Wise was cited by Cities Go Green. It also received an Outstanding Achievement in Local Government Innovation Award given by the Alliance for Innovation. And the Colorado Climate Action Panel recommended implementing a statewide program modeled after Climate Wise. Not bad for its first ten years.

The program received three grants this year: a federal stimulus grant and two awards from the Governor's Energy Office. And there's more ahead, Collier says.

"There's more to do and we're ready to keep working. This is about our future as a city, as a community. It's about sustainable businesses, a healthy environment and teamwork that will get us there."



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Phone: 970.416.2311
Fax: 970.221.6619
Web: www.fcgov.com/climatewise

Year Founded: 2000
No. of Employees: 4
Top Executives:
Mayor Doug Hutchinson,
City Manager Darin Atteberry
Primary Service:
Consultation and support
for Fort Collins businesses
regarding environmental
and cost-saving practices.



City of Greeley Leisure Services Department: Great from the Ground Up

Top left to right: Family FunPlex, Recreation Center, Greeley History Museum,
Middle row, left to right: Highland Hills Golf Course, Youth Soccer participant, Senior Recreation
Bottom, left to right: Monfort Concert Hall/UCCC, Ice Haus, Aquatics Programs.

Inspired and directed by the vision of the Greeley community, the City of Greeley's Leisure Services Department has developed an assembly of quality of life amenities remarkable not only in Northern Colorado, but across the country. Greeley has a long-standing history of supporting leisure activities, but when residents determined by voting for even more services in 2002, work began on creating a complex of cultural and recreational facilities that would accommodate diverse programs serving the special needs and interests of all ages. As an economic force in the city, the list of facilities and accolades is impressive to prospective businesses and relocating families alike. Programs held in this array of indoor and outdoor locations leaves little left out in appeal for younger, older and in-between community members.

- The Greeley Ice Haus, built in 2005 has been called by industry professionals "the nicest single sheet ice rink in North America."

- The Family FunPlex, built in 2006 serves as Greeley's newest fitness center, offers a miniature golf course, three-court field house, indoor walking/running track and a year-round indoor water park.

- The Greeley Recreation Center features workout facilities, indoor pool, two gymnasiums, racquetball courts, climbing wall, meeting rooms and indoor pistol and archery ranges.

- The Greeley Senior Center offers hundreds of programs for the seniors of Greeley.

- Island Grove Regional Park is home to the Greeley Blues Jam, Greeley Stampede, the Colorado Farm Show, numerous national dog shows and hundreds of special events on an annual basis.

- Highland Hills and Boomerang Links Golf Courses are two of Northern Colorado's finest.

- The Jesus Rodarte Community Center and Youth Enrichment program provides programs and activities for at-risk youth in Greeley.

- The Union Colony Civic Center features two state of the art theaters, the Monfort Concert Hall and Hensel-Phelps Theater.

- Centennial Village, the Greeley History Museum, the Meeker Home and the Plumb Farm offer historic and education special events and exhibits.

- The Arts Picnic, held in historic downtown Greeley's Lincoln Park draws over 20,000 art enthusiasts to Greeley every July for the annual 2-day event.

In addition to the programs directly offered through Leisure Services, the department collaborates and partners with numerous organizations to provide quality of life programs, most notably School District 6, the University of Northern Colorado, Weld County and other City of Greeley Departments.

To read more about all the City of Greeley Leisure Services Department facilities and programs visit the City's website.

www.greeleygov.com/LeisureServices



Year Founded: 2006

No. of Employees: 88

Top Executives:

Mayor — Tom Norton

City Manager — Roy Otto

Interim Leisure Services Director —

Bob Adams

Primary Services:

Youth/Adult/Senior Recreation,
Youth Enrichment, Culture & Public
Art, History & Museums, Island
Grove Regional Park, Golf, Festivals
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J. Smith,
Patient Testimonial

J. Smith has had chronic back pain for almost thirty years.

"You are the only doctor who explained my numerous problems and did various treatments that finally brought me some pain relief and most of the time pain free. You always told me that you were not going to give up on me, and you didn't.

I cannot sing my praises of you enough."

— J. Smith



Dr. Nieves, M.D., FAAPMR

J. Thompson,
Patient Testimonial

Being retired now, after 36 years of teaching in the elementary schools in this area, I have been a victim of back pain for many years and have tried numerous treatments. I can now say that Dr. Nieves is a true blessing in my life. He and his staff are extremely competent and truly care about the welfare of their patients.

On my first visit, Dr. Nieves spent a considerable amount of time discussing my previous history and my current problems. He is very conscientious, patient, knowledgeable, an excellent listener, and diagnostician. After this discussion he determined a treatment plan for me. After the first treatment, my back was pain free for the first time in many years. I continued following his plan and I've had "miraculous" results, with virtually no pain for 1 1/2 years.

I would never hesitate to recommend Dr. Nieves as an excellent Doctor. Fort Collins is very fortunate to have this outstanding Doctor as part of its excellent medical community. He upholds and will continue to set very high standards for the professionals of Fort Collins.

Thank you Dr. Nieves and staff for having made available to us, such a superior facility, outstanding technology, and equipment, and most of all an entire staff, that truly cares for their patients and goes far beyond the expected, to provide marvelous care for us.

— J. Thompson



Resetting Your Body for Pain Relief

"Pain is the enemy; pain is the friend," says Dr. Ricardo Nieves, M.D, founder of the Colorado Spine, Pain and Sports Medicine Center. "In our practice the goal is to reduce the effects of pain, the enemy, by using pain, the friend, to diagnose the root problem and provide appropriate non-operative interventions to improve our patients comfort level and health."

The image Dr. Nieves and the staff of the Colorado Spine, Pain & Sports Medicine center holds is of patients dancing out the door never to return. With that vision in mind Dr. Nieves's comprehensive approach is designed to understand the patient's pain and its causes. What's more he wants to give patients the same understanding and teach them methods that provide them control over their own health and vitality. The practice model is to see pain as a symptom, diagnose the cause, treat the source of the problem and teach movements plus appropriate physical postures designed to end the damage-pain-depression-anxiety cycle. The idea is to reset a patient's body with the end result being pain relief.

Using his own commitment to life-long learning Dr. Nieves melds traditional medicine with non-traditional medicine and the latest technologies with old-fashioned patient-centered care. The center's practice manager, Kim Nieves, RN, says, "Doc is the Doctor Mayo of Northern Colorado. He is genuine; he listens, and he takes whatever time it takes with each and every person who needs his skills to reset their body, regain control of their health and meet the challenges of life." The center has been designed to be a warm, welcoming, comfortable one-stop shop. "We have the equipment we need to evaluate, diagnose and treat right here where our patients feel at home," explains Kim. "The thank you letters we receive use words like 'miraculous,' 'excellent,' 'outstanding,' – the list is almost embarrassing to relate, and, of course, while we all are appreciative of the compliments, our satisfaction is in knowing there is another person who is better able to live life absent pain, the enemy."

"Modern life works against what's best for maintaining a healthy body," says Dr. Nieves. He has studied with mentors like Eric Cobb, developer of the Z-Health® system,

and Robin McKenzie, President of The McKenzie Institute International to develop systems at the Colorado Spine, Pain and Sports Medicine center to promoting health through education. Dr. McKenzie is quoted on his website as saying, "Once taught, the educated patient can accept responsibility for his own disorder and hopefully can reduce his dependency on therapists and therapy." Z-Health® is an advanced exercise system that helps people improve their health, alleviate pain and even maximize athletic performance. Dr. Nieves believes in teaching through programs like Z-Health® to build core strength, to increase joint mobility and to provide spine stabilization.

One of the advanced diagnostic and treatment tools Dr. Nieves uses is fluoroscopy, a type of medical imaging that shows a continuous x-ray image on a monitor, much like an x-ray movie. Fluoroscopy is used to pinpoint a precise body area and accurately focus treatment on that exact site.

"The end game is to bring patients into what we call 'smart shape' to alleviate pain without more invasive treatments like surgery," explains Dr. Nieves.

While avoiding surgery is a goal, it is not always possible. In rare cases, after extensive diagnostic evaluation, Dr. Nieves may determine the methods he employs will not provide the relief a patient needs, and he recommends alternative treatment referring the patient to specialists in the medical community with whom he has built respectful, supportive relationships.

The results achieved Dr. Nieves and his staff at the Colorado Spine, Pain and Sports Medicine center are best related by an appreciative patient: "Thank you...for having made available...such a superior facility, outstanding technology...and most of all a staff that truly cares."

Ricardo Nieves, M. D. received his medical degree from Universidad Central del Caribe, Puerto Rico, completed his internship at the Mayo Clinic in Rochester, MN, and did his residency at the Temple University Hospital, Philadelphia PA, and his fellowship in pain medicine at Georgia Physicians Emory University. He is affiliated with Poudre Valley Hospital, Medical Center of the Rockies and McKee Medical Center.



Ricardo A Nieves,
M.D., FAAPMR

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 947 Worthington Circle
 Fort Collins, CO 80526
www.columbinehealth.com
 Phone: (970) 482-0198
 Fax: (970) 482-9148
 Year founded: 1971
 Employees: 1,250



Health care has become more complicated to deliver, and consumers are becoming more savvy. But in the midst of all that's changing in the health care industry, Columbine Health Systems offers a personal touch that makes the company unique.

"We're locally owned and operated, and that truly does make a difference," says Yvonne Myers, Columbine's health systems director.

Celebrating its 40th year, Columbine started in 1971 as Columbine Nursing Home in Fort Collins. Through the years it has grown to 22 businesses on two campuses in Fort Collins and Loveland, including independent living, assisted living, health and rehabilitation facilities, home health services and a café and banquet facility.

Part of the reason for the wide scope is that Columbine saw a need for certain things, like a medical equipment company, pharmacy and an education and training center for care providers and nursing assistants.

Other things came as a surprise but a nice addition to what the company does. The café and banquet facilities started because Columbine moved its health club and administrative offices into a former grocery store, where there was already a café and a space big enough for banquets. Now Café Columbine and the Drake Centre allow Columbine Health Systems to reach a different segment of the community.

"It gets people on our campus who might not otherwise come here," Myers says. "And it introduces them to what we do for seniors."

Columbine still has the same owner it did in the beginning. Bob Wilson's leadership is a big part of what makes the company it is today.

"We're here because it's a calling," Myers says. "Bob's philosophy permeates everything we do."

Many of the 1,250 employees have been with the company for a decade or more. Each day Columbine cares for about 1,000 people – 850 of whom live at one of the company's facilities, and another 100 who are part of Columbine's home health care services.

Many nursing homes started in the 1960s with the advent of Medicare. Back then few people lived into their 90s like more and more are doing today. Today's senior care facilities have to accommodate a different kind of senior.

Columbine rebuilt its oldest facility and offers many private rooms, flat-screen TVs, heated lamps in the bathrooms and social areas with lounges and fireplaces. The modern facilities meet the needs of today's seniors and the expectations of their children, who in large part are the decision makers for their parents.

Much of what Columbine does stems from its local ownership, a rarity in the health care industry.

"There's always a focus on the resident. We're always asking ourselves, 'What's the direct benefit to the resident?'" Myers says. "It's why people work for us for a long time. It's why we can make decisions and changes quickly. You may be able to make cars on the other side of the country, but you can't take care of Mom that way."

Independent Living

The Wexford – 2000
 The Winslow – 2004
 The Worthington – 1991

Assisted Living

Lakeview Commons - 1999
 New Mercer Commons - 1994

Skilled Nursing Facilities

Centre Avenue Health
 & Rehab Facility - 2001
 Columbine West Health
 & Rehab Facility - 1988
 Lemay Avenue Health
 & Rehab Facility - 2007
 (formerly Columbine
 Care Centre East - 1971)
 North Shore Health & Rehab
 Facility - 1978

Community Services

Caring Solutions, LLC - 2009
 Columbine Poudre
 Home Care - 2000
 Market Centre Medical
 Equipment & Supplies - 1998
 Market Centre Rehabilitation
 Services - 1996
 Poudre Infusion Therapy - 2000

Additional Services

Café Columbine & Bakery - 2005
 Centre Pharmacy, Inc. - 1994
 The Drake Centre - 2008
 Lifestyle Centre - 2006

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THOROUGH
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Innovation and Expertise from Beginning to End

In the engineering industry, it's rare for a company to offer a wide array of services to see their clients through from the start to the finish of a project. But CTL Thompson, one of the largest engineering firms in Northern Colorado, does.

It's one of the hallmarks of the engineering company, known mostly for its geotechnical engineering services, which has eight offices in Colorado, including one in Old Town Fort Collins. Other offices are in Cheyenne and Dallas.

"An owner or builder can come to us and find all of the engineering they need in one place," says Chip Leadbetter, Northern Colorado division manager at CTL Thompson. "We often hear from our clients that it is nice to have a group of engineers with similar methods and beliefs who can service a project from beginning to end."

Among the company's other services are construction observation and materials testing, mining and subsidence and environmental, pavement and structural engineering. "We don't limit our services to defined work titles. It is common for a client to approach us with an off-the-wall need or request and we will either figure it out with our in-house staff or we go and find the right people with the right solutions."

"As geotechnical engineers, we are asked to determine whether the soil is strong enough to support the building and the best way to construct the foundation," Leadbetter says.

That's especially important as much of the land with soil ideal for construction is already built upon, and more and more projects are being constructed on difficult soils.

And those projects aren't just buildings, although CTL has done a variety of building projects including hotels, residential and retail structures.

Some of CTL's more memorable projects have been pipelines, bridges, dams and wind farms. CTL

did the engineering for 267 wind turbine generators at Peetz Wind Farm in northeastern Colorado. It also has significant experience with large-scale road projects, including the President George Bush Turnpike in Dallas, Denver International Airport and Interstate 70 through Glenwood Canyon.

Home to one of the most sophisticated testing laboratories in the country, CTL strives to be on the cutting edge of products and methods. The company's scientists and engineers offer a wide range of testing capabilities and receive samples from around the world.

In Northern Colorado, CTL has partnered with Colorado State University and the city of Fort Collins to be a test site for pervious pavement, a porous concrete that captures stormwater and allows it to seep into the ground.

With more buildings striving for LEED certification, CTL takes a pragmatic stance on sustainability, sometimes advising against features or improvements that may earn a project LEED points but may not be practical for the client in the long term.

"Our job is to help clients make their choices well, look at the finer details and steer them away from things that aren't necessarily in their best interest," Leadbetter says.

CTL has been in Fort Collins since 1993. Its relationship with the community runs deep, with its 26 employees involved in fundraisers for Partners Mentoring Youth and helping the engineering and construction management departments at Colorado State University.

"Although we provide a highly technical service, it is still a people industry" says Timiry Krieger, CTL's business development manager. "Our clients know we are reliable and responsible, and it shows in the long-lasting relationships we develop with our clients."

Top Left - Construction observation and materials testing at One Lincoln Park in Denver, CO.

Top Right - Senior Field Technician consults with contractor during construction of Spring Canyon Park.

Bottom Left - Slope stability analysis at Baseline Dam in Lafayette, CO.

Bottom Right - Remediation of burned building containing asbestos.



351 Linden Street, Suite 140, Fort
Collins, CO 80524
Phone: 970.206.9455
Fax: 970.206.9441
www.ctlt.com

Year Founded: 1977
Number of Employees: 29 local
Top Executives:
Stuart Thompson, President,
Ronald McOmber, CEO
Primary Services: Geotechnical
engineering, environmental
engineering, structural
observation and materials testing



the art and science of identification

Artful Technology Speaking for Your Business

With a few words John "JJ" Shaw, president of DaVinci Sign Systems, can change the way you think about the signs that speak to potential customers about your business. He'll take you beyond seeing the sign out front as an obligatory expense to understanding that the right signage is strong part of your marketing mix and can be the best advertising dollar for dollar in which you can invest.

Would John just be trying to sell you a bigger sign? No, he is not. He is interested in giving you information and serving as your guide to making an informed decision about on-premise advertising – signs. His goal isn't to build the biggest sign on the block. It is to develop the best on-premise advertising solution for your business needs.

The DaVinci model, inspired by the artist for whom the company was named, is to conceive solutions inspired by art and to utilize the most current evolving science and technology to bring the concepts to reality. "Leonardo DaVinci wasn't merely a painter," explains JJ. "He was artist, inventor and designer. We follow his path as we design, build and install custom identity products for our clients."

The scope of work for a sign installation includes pre-design planning that involves details with which a business owner likely has little familiarity. The starting point is a comprehensive site evaluation including landscaping and relative placement of current and planned buildings.

"Before we make a recommendation for placement we consider how high the surrounding trees will be in five years so we know the sign will be a good read for passing traffic from both directions today and as far into the future as we can predict," says John. "Often our work has elements of marriage counseling, too. We are bringing together client needs, landlord imposed covenants and requirements, jurisdictional codes, special district

restrictions, utility placements and the physical constraints of the building.

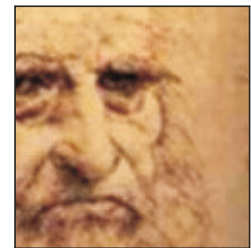
"Fitting all the puzzle pieces into the picture takes patience, experience and in-depth knowledge of codes as well as current technologies. Our ability to manage this part of the job is how we define 'professional.'"

Planning discussions also include advising clients on what the DaVinci team calls "cost per view" and "bang for the buck." There are decisions to consider like leasing or purchasing and maintenance issues. A leased sign may be considered a monthly advertising expense and may be more advantageous for a business versus an outright capital investment purchase. There may even be tax credits available for green retrofits or solar panels to power lighted signs. All of these options are familiar territory for the DaVinci team, which works to the clients' benefit in making the best decisions for their specific business.

The site evaluation is complete, and the financial decisions have been made. With this background work as the foundation, DaVinci designers begin developing a unique, artistic solution, and the fabricators implement the technical interpretation of the concept. And then the installation day arrives.

John Shaw reflects that, "All the preparation and fabrication scheduling may make it seem like the job completion date is a long, long way off." In fact, DaVinci is creating a prototype and bringing in a completed job nearly every six weeks. When people traveling the streets of Northern Colorado take note of a new sign going up, chances are it is a DaVinci Sign System project.

And that's the indicator of success for the DaVinci team. A sign of their creation spoke to the person who saw it, and in the language of signs it communicated what the business owner intended. Sign language – artful technology speaking for your business. The language of DaVinci Sign Systems.



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4496 Bents Drive
Windsor, Colorado 80550
Phone: 970-203-9292
Fax: 970-203-9293
www.davincisign.com

Year Founded: 2004
Number of Employees: 26

Top Executives:
John "JJ" Shaw, President
Mark Foster, Vice President

Primary Services:
Design / Build - Electric and
Architectural signage, LED
Electronic Message Centers,
masonry signage, sandblasting,
custom metal fabrication

Diamond Success Group

Inspiration and Tools for Transformation



Laser-Focused Results

Diamond Success Group
Inspiration and Tools for Transformation

The Diamond Success Group was founded in 1995, when Ava Diamond left her role with a Fortune 50 computer firm and began offering the skills she'd honed in the corporate world, as a non profit executive director and as a small business owner to a wide variety of organizations.

Her corporate background includes providing leadership to major change and improvement efforts across the country, focusing on such areas as change management, business consolidation, diversity, strategic planning, leadership development, and building high performing teams.

"I was living in Atlanta. The first day I opened my office, my phone rang. It was the Atlanta Journal-Constitution. They were having a challenge with Sunday circulation, and wanted to bring together all of the various departments that had a stake in the issue to develop a plan of action to fix the problem. They invited me in to facilitate that process. They were my first client."

Ava moved the company to Fort Collins in 1996. Since that time, she has had the opportunity to work with corporations, government agencies, non-profits, and small businesses.

"The world has changed," Diamond explains. "Old solutions and ways of doing business don't work any more. The organizations that will succeed in this new world will have laser-focused leaders who are able to communicate their vision in a way that excites and engages people and moves them to effective, productive, targeted action."

Ava shares her expertise and information in a variety of ways. She works collaboratively with her clients to find the solution that will achieve their specific objectives. She customizes programs for each

organization's unique blend of opportunity areas, company culture, and resources. "The solution might include some combination of consulting, executive coaching, workshops, facilitation, and virtual action groups. We help create aligned, focused organizations where people are passionately committed to results."

Ava is also a sought-after speaker and author. An expert in employee engagement, she speaks on such topics as: the heart and soul of leadership, leading change, winning with diversity, how every employee can make a positive difference, and generational differences in the workplace.

She has co-authored *Mission Possible*, with Stephen Covey and Brian Tracy; *Speaking of Success*, with Ken Blanchard, Stephen Covey and Jack Canfield; and *Real World Management Strategies that Work*.

In 2005, Ava founded Feisty Women Rock! a company dedicated to women's success. A popular speaker at women's events and conferences, Ava gives women the inspiration, motivation and tools to Power Up™ their businesses, and Power Up™ their lives. Her book, "Great Quotes from Feisty Women", combines quotations from well-known women with Diamond's own down-to-earth wisdom.

"I'm very excited about this new company," Diamond shared. "In addition to the speaking and writing, I work with female small business owners to develop their public speaking skills so that they can position themselves as experts and get the word out about their businesses. I also offer Business Acceleration Groups, high level mastermind groups, and individual coaching."

From large organizations to solopreneurs, Ava Diamond is passionately committed to her clients' success.

2420 Cedarwood Drive, Suite 200
Fort Collins, CO 80526
Telephone: 970-224-3015
Fax: 970-224-2874
www.AvaDiamond.com
www.FeistyWomenRock.com

Year founded: 1995
Number of employees: 1 plus partners

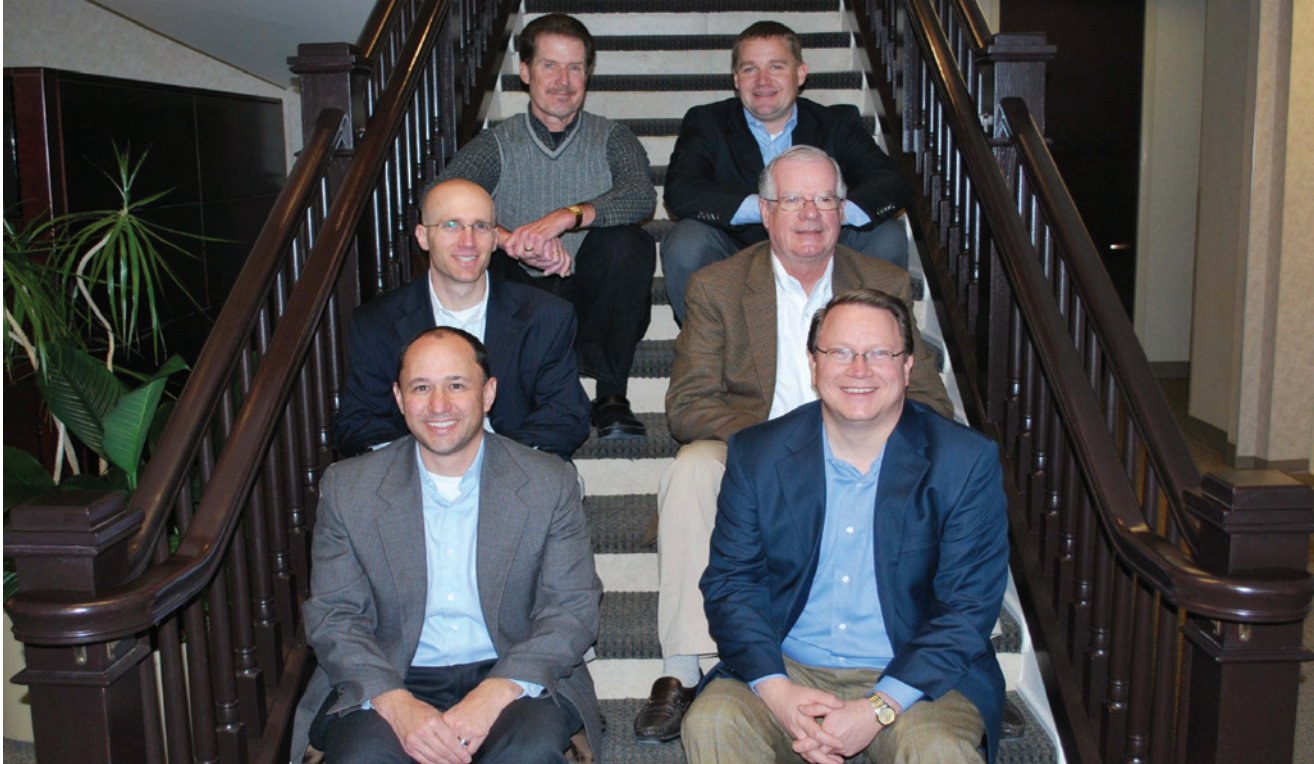
Top executive: Ava Diamond, President

Primary Services: The Diamond Success Group and Feisty Woman Productions offer consulting, executive coaching, workshops, facilitation, and virtual action groups. They help create aligned, focused organizations where people are passionately committed to results.

Ava Diamond is a sought after speaker for keynote addresses, breakout sessions, and company meetings.



Ava Diamond
Diamond Success Group



Pictured clockwise from left, Fort Collins and Boulder EKS&H Partners Bob Bond, Justin Dodge, Hy Harris, Shane Brown, Kermit Allard, and Chris Otto. Not pictured: Mike Grell and Jim Cowgill.

EKS&H Ran the Numbers: Trust Yields Results

At EKS&H, we believe the one foundational requirement for innovation, growth, and “top of class” success for any organization is TRUST.

Trust is more than a feel-good concept that makes you comfortable in the work environment. While it is an abstract idea, its presence or absence can produce concrete results. Trust impacts such key areas as productivity, internal systems, waste, and financial performance. Trust is an economic driver that can improve enterprise value.

Trust Taxes

In his book, *The Speed of Trust*, Stephen M. R. Covey introduces the concept of trust “taxes”—the price companies pay for low trust. These taxes are paid in the wasted energy of working around an underperforming team member, the lack of commitment that comes from a fear of speaking up, or reduced innovation when ideas are not openly shared and tested.

The Roots of Trust

Trust is rooted in two essential areas: *motive* and *competence*. Motive plays a significant role in any trust-based relationship. If you believe my motives are selfish, our working relationship will be stunted, leading to a lack of open communication, which negatively impacts our performance, and our ability to reach our mutual goals.

But trust in another’s motives is only half of the equation. The other half is trust in that person’s competence—their ability to achieve results. Unlike the motive piece, a lack of trust in

someone’s ability to achieve results is not necessarily a challenge to their character. You may completely trust the character of your teenager, but still question their competence to drive on the freeway during rush hour.

If you trust someone’s motives, but not their competence—or trust their competence, but not their motives—there is still a significant trust gap to bridge.

Trust Improvement

The good news is that trust is one of the easiest workplace issues to improve. In fact, in many cases, awareness is half the solution. There are three steps for bringing awareness to and addressing the trust issues within your organization:

1. Evaluate. Honestly assess the level of trust in your organization.
2. Discuss. Get in a room and talk about it!
3. Measure progress. Take your “trust temperature” from time to time to see how you’ve improved.

Raising trust levels is an ongoing process, not a once-and-done event. It may take different forms in different situations.

In all areas of business, wherever relationships exist, trust is a fundamental part of success. While the cost of mistrust may not be flashing in neon, carefully consider the impact it may be having on your company’s performance. Studies have indicated that high trust organizations have an organizational

value 3-4 times higher than low trust organizations. When the impact of low trust is weighed against the relative ease of repair, it’s a no-brainer to tackle it head-on.

Credibility and Trust

At EKS&H, we focus on trust both within our organization (with our staff) and outside it (with our clients). Our philosophy is to “serve others and build trust.” To build trust with clients, we emphasize the four areas of credibility: integrity, intent, capabilities, and results. To become and remain credible, we first show our clients our commitment to *integrity* and our *intent* to help them succeed. Next, we demonstrate how our *capabilities* add value to their organizations. Finally, clients see the *results* we help them achieve. By focusing on each of these areas, we develop and maintain long-term relationships built on a solid foundation of trust!

EKS&H is a Colorado-based certified public accounting firm providing audit, tax, and consulting services to clients locally, nationally, and internationally. We operate from our three offices in Denver, Boulder, and Fort Collins. With over 350 professionals, we are able to provide a broad range of services in a variety of industries. Our size gives the best of both worlds to our clients; we are large enough to support all their needs, yet not so large as to be unresponsive or impractical.

To learn more about our *philosophy of serving others and building trust*, visit our website www.eksh.com or call us at 970.282.5400.



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Over the last 25 years Gibbons White has guided hundreds of clients through successful commercial real estate solutions. The secret to so many super successful outcomes is based on knowing the terrain, properly assessing the risks and the rewards, taking the necessary precautions and providing real estate brokerage with great leadership. This is what they do.

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of Employees: 18

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Primary Service: Commercial Real Estate Leasing; Investment Sales; Property & Asset Management

Year Founded: 1986



Stark advice for corporate growth

Holland & Hart's Lucy Stark helps clients attain objectives

BY KEELY BROWN

Business Report correspondent

Being a business owner or top executive comes with a host of business and legal challenges. Chief among them is the constant risk of failing to comply with the ever-changing regulatory environment. Lucy Stark, a corporate and securities attorney with Holland & Hart, spends her days helping clients meet their business objectives — whether they include expansion, financing, restructurings, or debt or equity securities offerings.

"Business owners and executives often find themselves getting into trouble without even knowing it," she said. "For example, a startup company might need to raise money, and unknowingly violate the complex securities laws."

Obviously, risk is not just specific to startups, Stark explains, but applies to businesses of all sizes. "As government regulations become more complex, every business needs help wading through the constantly-changing laws and regulations," she said. "In the last decade, we've seen a rapidly evolving regulatory landscape that makes it hard for companies to understand all of the implica-

tions and predict what's coming next."

For more than a decade, Stark has been an adviser to clients from companies of all sizes and across a variety of industries. Her recent work has included public offerings for large natural resources companies and the sale of a local technology company to Yahoo! Inc.

These types of sophisticated transactions can mean high-dollar legal fees. However, Stark believes that Holland & Hart's Mountain West location allows clients to take advantage of deep experience, efficiency, and responsiveness while paying reasonable rates. "We're able to set our rates regionally, instead of charging coastal rates, which can be significantly higher," she explained.

As a Colorado native and graduate of the University of Colorado Law School, Stark is intimately familiar with the Boulder and Denver communities and the businesses that call these places home. She is especially knowledgeable about the industries that are prevalent and growing in the Boulder community, such as natural products and technology. "Boulder is a great incubator for organic companies — it's the Silicon Valley for natural and organics companies," Stark said.

The entrepreneurial spirit in the Boulder community also translates into tremendous opportunities for start-ups. Stark and her Holland & Hart peers are proud supporters of the organizations that encourage innovation, such as Silicon Flatirons, the Boulder Chamber of Commerce, and Naturally Boulder.

Lucy Stark, Partner, Holland & Hart

Further, Stark is looking forward to becoming chair of the 2011 Boulder Esprit Entrepreneur event this Fall. The event honors entrepreneurs and emerging companies that have experienced tremendous success.

Stark's community involvement not only provides great self-fulfillment, but is also a characteristic that persists throughout all of Holland & Hart. "This is an important part of our firm's culture - to support growth and development in our communities."

The firm's culture is also one of fostering and encouraging exceptional client service. "We try to work responsibly and creatively to solve our clients' problems," Stark said. "At the end of the day, the most important thing to us is being an integral part of our client's business team and their overall success."

One Boulder Plaza
1800 Broadway, Suite 300
303-473-2700
www.hollandhart.com

Year Founded: 1993 (Boulder), 1947 (National)

Boulder Employees: 57; **National:** 873

Top Executives: Beat Steiner, Administrative Partner (Boulder); Tom O'Donnell, Managing Partner (National)

Primary Service: Legal Services



KUNC staff outside new studios.

KUNC – Celebrating 10 Years as Community Radio

KUNC—Community Radio for Northern Colorado now consistently ranks at or near the top in both Fort Collins-Greeley and Boulder ratings, the only radio station to do so. But in February, 2001, the station's future was far from certain.

At a meeting with University of Northern Colorado administrators, General Manager Neil Best and the staff learned that the University, which had held the station's license for 30 years, was preparing to sell it. Colorado Public Radio would take over station operations.

In those 30 years, KUNC had been an innovative station. It was the first Colorado station to join NPR, and offer programs such as *All Things Considered*, *Morning Edition*, and *Car Talk* and its own unique mix of music it called *Diverse Music*. It was also the first station to utilize a series of translators to extend its programming services to the rural plains and mountain communities of northern Colorado.

Best asked if there was any opportunity to make a counter offer, and whether the station's years of community service might allow for a price concession. The reply, Best recalls, was "\$2 million has a nice round ring to it." When he asked if he could have 60-90 days, Best was told "the other folks have a check ready for tomorrow".

Word quickly spread about the University's plan, and an immediate groundswell of support developed. The Trustees gave the newly formed "Friends of KUNC" group until the end of February to raise the \$2 million. Nancy D'Albergaria, then chair of the station's advisory board and now Development Director, said, "They couldn't even have picked a

month that had 31 days in it."

But 20 days later, more than 2000 community members had donated gifts ranging from a few dollars, to the first million dollar gift received by any public radio station, and the Friends of KUNC bid was accepted. The Friends group soon incorporated as Community Radio For Northern Colorado, and KUNC became an independent, community licensed station.

Since then, KUNC has grown and changed in many ways. The station's total weekly audience has grown from 83,500 to 165,500 listeners, served by a network of 4 stations and 14 translators broadcasting KUNC's programming across northern Colorado. The station now has more than 15,000 listener-members, who join with nearly 200 area businesses that sponsor KUNC's programming through underwriting announcements, to make up 88% of the station's total revenue.

Last November, the station moved into new studios and offices at 1901 56th Avenue in Greeley, having outgrown their first post-University space. The new space offers increased studio and production space, allowing KUNC's award-winning news department more resources to produce and report on issues affecting the region.

And the community support for KUNC's mission remains strong. The station's fall 2010 membership drive was the most successful ever, raising more than \$270,000. To reinforce that point, Best recalled Margaret Mead's famous quote in a February email to station members: "Never doubt that a small group of thoughtful committed citizens can change the world; indeed it's the only thing that ever has."



KUNC-Community Radio for Northern Colorado
1901 56th Avenue, Suite 200
Greeley, CO 80634-2950

Phone: 970-378-2579
800-443-5862
Fax: 970-378-2580
www.kunc.org

Broadcasting since 1967
Incorporated as Community Radio for Northern Colorado in 2001
Number of Employees: 21
Top Executives:
Neil Best, President
Kirk Mowers, Content Director
Primary Service:
Radio Broadcasting



JONATHAN CASTNER
Left to Right: Deborah Orent,
Sander Orent, MD, F.A.C.P.M

Medically-Based Fitness: Celebrating 15 years of providing rehabilitation in the community and going strong

BY KEELY BROWN

Business Report correspondent

For those needing physical therapy, the available options can be overwhelming and even confusing. That's why, since 1996, over 200 physicians have entrusted their patients to the licensed physical therapists at Medically-Based Fitness.

Founded by Dr. Sander Orent, a Boulder-based specialist in occupational medicine, and his wife Deb. When she suffered from weakness due to renal failure and dialysis, they turned to exercise as a way to improve her condition; hence MBF was started with the belief that activity could improve chronic conditions at any point.

"We have expanded that belief to specialize in physical therapy which addresses orthopedic conditions at any age, from a 9-year-old gymnast to a 100-year-old with a fractured hip. Our comprehensive and compassionate approach lends itself well to the treatment of neurological conditions, as well.

"If you have a neurological condition such as Multiple Sclerosis or Parkinson's disease, many physical therapy clinics don't know what to do with you or how to progress you," said Physical Therapy Director Danielle Heinrichs, PT, MSPT. "At MBF, we know how to help you attain many of your functional goals."

Another advantage, and one that makes MBF unique in its field, is that each patient gets an individualized, one-on-one, 40 minute session with a licensed physical therapist,

— not a therapy aide or assistant.

"All our physical therapists are educated at the masters or doctorate level and specialize in diverse areas. Because of this, they can come up with a comprehensive plan based on the individual needs of each patient. And you can stay with the same physical therapist each time you come in — which is a real advantage over clinics and hospitals where you may have to work with someone different for every session," she added.

In addition, for those who are interested in continuing an ongoing regimen of exercise after reaching their physical therapy goals, Medically-Based Fitness offers its patients a supervised exercise program. "The supervised exercise program offers a supportive atmosphere for people with chronic conditions, as well as the older adult who doesn't feel comfortable in a gym setting," Heinrichs said.

Patients with serious chronic diseases have been exercised safely with excellent outcomes for 15 years. We continue our commitment to exercise as a therapeutic modality for many, if not most medical and orthopedic conditions

Medically-Based Fitness has five licensed physical therapists, as well as three exercise physiologists, at its three locations in Boulder, Longmont, and the Golden West retirement community in Boulder. And for the convenience of its patients, Medically-Based Fitness takes almost all major insurance, including Medicare.

"We truly believe we have a better service

than anyone else," Heinrichs said. "And we want everyone to have access to this high level of quality care."

MBF
www.medfit.net

1690 30th St Boulder CO 80301
303-447-2873
www.medfit.net

MBF Longmont
275 Main Street, Suite 201
Longmont, CO 80501
303.682.2440

MBF Golden West Manor
1055 Adams Circle
Boulder, CO 80303
303.939.0591

Founded: 1996

Founders: Sander Orent, MD
and Deborah Orent
of Employees: 15

Top Executives: Deborah Orent, Administrative Director, Danielle Heinrichs, PT, MSPT, Director of Physical Therapy, John Barclay, BA, Director of Physiology Sander Orent, MD, F.A.C.P.M, Board Certified-Occupational and Environmental Medicine, Internal Medicine



Sisters Find Business Success in Tough Economic Times

Back row, Left to right: Daniel Landry, Christina Ornelas, Eddie Landry, Fred Griffin
Front row, Left to right: Tammy Buford, Nicole Buford, Dawn Griffin

When sisters Dawn Griffin and Tami Buford started On Time Mailing Services in their basement and garage in 1995, they knew they had to watch every penny closely to survive and grow, yet still provide the excellent customer service that keeps clients coming back. Fifteen years later their attention to detail and thorough knowledge of the complex mailing business have paid off. From those humble beginnings the company has grown to become one of Northern Colorado's largest mailing service firms.

"I think much of our success has come from understanding that our customers were just like us. They needed the expertise of others but needed to watch every expense, could not afford mistakes and had to get the most bang for every buck. Anyone who has ever dealt with mailing and direct mail knows just how easy it is to make small but very costly mistakes," says company president Griffin. And anyone who has dealt with the big mail houses knows just how bad direct mail lists can be. According to Buford, "This is one of the chronic problems with direct mail. Postage is expensive so the lists have to be accurate. We update our lists through the National Change of Address Service more frequently than other services and we follow through to make sure our clients are satisfied that the lists are as accurate as possible."

But lists are only part of the story. On Time Mailing Services' software department stays on top of the many and ever-changing postal regulations so that clients get the best possible discounts and avoid the nightmare of a mailing being rejected by the

Postal Service. Griffin says, "Business mailings are one of the most complicated and changing parts of any business and nearly impossible for the small business owner to stay on top of. Our experience and attention to detail mean that they can spend more time on the other parts of their business."

In addition, the company has developed many other services including birthday club data basing, card mailings, small radius mailings and design and printing. "Many of our customers provide us with their printed materials for mailing, but we still go over those with great care to make sure they meet postal regulations. Of course if we design and print for them they can be sure they meet all requirements at the lowest price," says Buford.

"One of the most important facts about On Time Mailing Services," says Griffin, "is that, thanks to growing our business carefully, we own all of our equipment. That means that we don't need to have our customers paying more for our loan costs. And that equates to the best possible prices for our clients."

In 2010 On Time Mailing Services moved to 237 S Madison Avenue in Loveland, but they are happy to meet with customers wherever it is most convenient for their clients. And they also offer fast and efficient pickup and delivery services.

For more information and references Griffin or Buford can be reached at 970 308-0958 or www.ontimemailingservices.com.



237 S Madison Ave
Loveland, CO 80537
Phone: 970-308-0958
Fax: 970-622-9320
www.ontimemailingservices.com

Year Founded: 1995
No. Of Employees: 7
Top Executives: Dawn Griffin and Tammy Buford
Primary Services: Mailing Services, Data Work, Mailing Lists, and Project Management



Linda Gabel
franchise owner

Seniors Helping Seniors® In-Home Services Continue to Grow

“The trouble is, old age is not interesting until one gets there. It is a foreign country with an unknown language to the young and even to the middle-aged.” May Sarton, *As We Are Now*.

The inevitability of aging creates immense responsibility for those who must care for the needs and requirements of loved ones while also managing to insure that they may maintain the respect and dignity that every person deserves. The importance of human understanding, caring community, kindness, and just listening to elders; the need to allow old people control in their life and of favorite possessions; the importance of personal relationships, can all become lost in the maze of doctors and appointments, arrangements for care, busy personal lives, family dynamics, and the needs of dependency that are inevitable with age. Because someone loses their memory and independence does not mean that they lose their intelligence. Each of us should be able to live each day with quality.

With over 130 franchise operations in the country and continued growth, Seniors Helping Seniors in-home services has proven that it is an exceptionally, successful program based on compassionate care for seniors. Seniors Helping Seniors in-home services provides non-medical services for seniors by seniors helping seniors live with dignity and respect while remaining independent. Caregivers provide services, such as: companionship, transportation, meal preparation, personal care, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

The strength and compassion that is born out of these relationships shows us that it doesn't really matter who is the helper and who is being helped. The respect, understanding and assistance in these relationships are

two-way. Because, quite simply, those who give and those who receive learn from each other. And each grows just a little bit more every day. Our caregivers also take an active part in creating opportunities for friendship and interaction with others on a regular basis. Many studies have shown that the social isolation can lead to a variety of other problems – including health issues. Seniors Helping Seniors caregivers help fill this void while providing relief and assistance for family members.

Linda Gabel launched the Larimer County Seniors Helping Seniors office out of her desire to “give back” to others while continuing to support herself. Linda says, “SHS immediately caught my interest because of its mission to provide a network of supportive, compassionate care givers who treat the elderly with dignity and respect when family members cannot be there”. This is personal for Linda as her own mother lives in another state and her inability to find trustworthy, compassionate care forced her mother to leave her home of 45 years.

Linda's 25 year background in business and financial management in higher education insures her success as a Senior Helping Seniors franchise owner. She has managed and overseen university business operations with revenues in excess of \$60 million in annual sales and has served as CFO on two campuses, with overall responsibility for human resources, technology, and revenue generation/business development in addition to financial management. In each of her previous positions she was responsible for finding the right person to be successful in a range of positions. This skill insures that those care providers she has selected have values that fit closely with the mission of Seniors Helping Seniors here in Northern Colorado. The franchise is a member of the Better Business Bureau, is registered with the State of Colorado as a placement agency and is currently in the processing of obtaining State in-home care licensure.



826 Blondel Street, Unit 101
Fort Collins, CO 80524
Phone: 970-631-8251
Fax: 970-797-2395
www.seniorshelpingseniors.com
/LarimerCountyCO/

Year Founded:
Seniors Helping Seniors
founded in 1998;
Larimer County franchise: 2009
No. of Employees: approximately
35 caregivers
Top Executives:
Linda Gabel, franchise owner
Primary Service:
companionship, light housekeeping,
meal preparation, transportation,
doctor appointments, shopping, yard
work, house maintenance and small
repairs, overnight stays (24-hour
care), personal grooming and
dressing, pet care



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Communication is the cornerstone of Shirazi Benefits. Each and every relationship is approached with honesty, integrity and accountability. We give each client the same top-level attention, accommodating their needs to ensure the high-quality service they deserve.

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We promise when you select Shirazi Benefits as your insurance broker you will not only benefit from the expertise of one of northern Colorado's leading independent insurance agencies, you will also receive the personalized service and attention to detail that you deserve.

HISTORY:

In 1976, Masoud Shirazi founded Shirazi & Associates, an independent insurance agency specializing in group employee benefits. He was joined in 1981 by his brother, Hossein Shirazi, and a third principal, Ty Miller, in 1992. After 33 years in business, Shirazi & Associates is now Shirazi Benefits, one of the largest employee benefit brokerages in northern Colorado – representing approximately 350 employer groups, ranging in size from one to 1,000 employees.

Throughout the years, we have built strong relationships with many of the leading insurance carriers. By leveraging these relationships, we are able to offer you better pricing and better service, thereby reducing your costs and simplifying an otherwise complicated and burdensome task.

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Phone: 970-356-5151
www.shirazibenefits.com

Year Founded: 1976

Top Executives:

Masoud Shirazi

Hossein Shirazi

Ty Miller

Primary Service:

Insurance and Employee Benefits

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Tandem Select—Breathing New Life In To The Background Checking Industry

"The name Tandem Select better reflects our personality as a company and communicates our customer-focused approach of working 'in tandem' with organizations to better meet their objectives." This is how Katie Zwetzig, principal of Tandem Select, describes the decision to rebrand Premier Employment Screening Services, a background check company that has been in business in Fort Collins for 16 years. .

Located in Old town Fort Collins, Tandem Select loves their location and is bullish on the quality of the employee pool in Northern Colorado. Chris Baker, CEO of Tandem Select said, "Tandem Select is proud to be based in Fort Collins, Colorado. We are committed to Fort Collins and continue to believe that we have one of the best pools of talent to draw from in the country."

Client retention and growth

Because Tandem Select has taken advantage of that pool it can boast of an annual client retention rate of close to 97% and revenue growth of 66% in 2010, with planned growth of another 25% in 2011. While the growth of the company has accelerated in recent years; Jerry Thurber, President of Tandem Select, points to historical data as proof of the company's staying power. "We have screened nearly one million applicants in our history while conducting 2,500,000 criminal history searches, 780,000 reference checks and over 680,000 driving record checks."

Thurber also believes Tandem Select is well positioned for the future, "There are two dynamics that will significantly impact pre-employment screening in the coming years. First, workers are

going to be more mobile, moving from job to job as the opportunity fits them and second, they will have an increasingly larger electronic footprint made up of both traditional public records (such criminal histories.) and social and professional network data (i.e Linked In). Mining this data from online sources will be critical to keeping up with those trends."

Relationships and community

But don't let all that technology talk fool you. Tandem Select prides itself on the relationships it builds with its clients, business partners and the Fort Collins community. For instance, every full time employee is allotted 16 paid hours annually to devote to the charitable work of their choice. That belief in giving back is reflected in everything Tandem Select does. In celebration of their rebranding effort the company is donating \$1 to the local chapter of Partners Mentoring Youth each time someone "likes" Tandem Select's Facebook page between January 24 and February 28, 2011. "This effort has been so successful that we are considering making offers like this a permanent part of our social media strategy," said Doug Hay; Tandem Select's Marketing Director.

Tandem Select is a unique Northern Colorado company that both, understands the challenges that the background screening industry will face in the coming years and welcomes those challenges as an opportunity to grow and breathe new life into the industry.

Visit www.tandemselect.com or call 970-491-9655 to learn how Tandem Select can help your organization select the best employees.



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