

BizWest | **BW** | 2017

InSights

A SPECIAL PUBLICATION

Your look into
companies
impacting our
region



Presented by: **BizWest**



KAISER PERMANENTE®  thrive

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

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

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

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

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

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

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

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

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

To truly be innovative, health care providers must incorporate technology to deliver coordinated patient care. An excellent example of Kaiser Permanente's work in this area is our success in improving member hypertension (high blood pressure) control rates. Since 2008, we have increased their control rates from 61 to 82.6 percent by

leveraging our robust system of electronic medical records to develop collaborative and actionable treatment plans. This success translates into real benefits for our members:

- they are less likely to suffer a heart attack or stroke,
- coordinated care results in lower insurance rates for our members by making the process more efficient, reducing redundant and unnecessary tests, focusing on prevention.

And the communities we serve... Kaiser Permanente Colorado is the state's largest nonprofit health plan, working to improve the lives and health of all Coloradans for more than 45 years. We are also committed to our social mission and in 2016, proudly directed more than \$124 million to community benefit programs to improve the health of all Coloradans. In Northern Colorado we have directed over \$2,500,000 to local charities and organizations that work to improve our communities.

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

Learn more at www.kp.org.



JEFF NUTTALL



CHRIS WOOD

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

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

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

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

We've enjoyed being able to present these stories. Perhaps as you drive by businesses in your own community, you will encounter one whose story you've read in these pages. And think about crafting your own story, for publication in Insights 2018. Enjoy!

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



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To feature your company in Insights 2018, please contact:
 Nicholas Morse: Vice-president of Sales
 970-237-6338 | 720-398-0591
 nmorse@bizwest.com



PEOPLE



PLACE



PROSPERITY

USING BUSINESS AS A FORCE FOR GOOD

Creating Meaningful Places through Downtown Transformations



BRINKMAN

Contact Information

Address: 3528 Precision Dr
Fort Collins, CO 80528
Phone: 970-267-0954
Website:
BrinkmanColorado.com

Year founded

2005

No. of employees

30

Management team

Co-Founder & CEO:
Kevin Brinkman
President: Jay Hardy
COO & CFO: Jane Everhart

Primary services

Real estate development,
investment, and property
management

Real estate is where life happens. The places where we spend our time should enrich our lives by giving us a sense of community and a place to make memories with our families and friends. That's exactly why Fort Collins-based real estate developer, Brinkman, recently underwent a top-down organizational transformation.

In 2005, Co-Founder and CEO Kevin Brinkman and his brother, Paul, founded what was up until last year Brinkman Partners, an integrated real estate company including brokerage and construction services. With the construction side of the company, Brinkman Construction, transitioning to 100% employee owned last year, the development and investment company became poised to live out their mission of using business as a force for good. Along with this change came an intentional rebrand to just "Brinkman."

"We took a critical look at who we wanted to be and the impact we wanted to have," said Brinkman. "Our refined focus is on creating community-based projects that deliver on a triple bottom line – People, Place, and

Prosperity. Our why is different than other companies which has a direct impact on what we do: we craft meaningful places."

Enhancing the Life Blood of Communities

The heart centers of communities are typically those downtown corridors where people gather and businesses prosper. Brinkman's niche within the real estate industry is strategic public-private partnerships that can lead municipalities through the transformation process.

With major downtown development projects underway in Fort Collins and Loveland, a recently completed project in Arvada, and a newly awarded development in the Town of Windsor, Brinkman is impacting communities through the creation of positive economic and social multipliers for communities, families, and stakeholders.



THE HIGHLIGHT REEL

A Collaborative Partnership Decades in the Making

The Hilton Garden Inn Arvada represents a collaborative partnership between the City of Arvada, Arvada Urban Renewal Authority (AURA), Renascent Hospitality, and Brinkman that was decades in the making. As the first full-service hotel in Arvada, The Hilton Garden Inn provides a venue for community events, a hub to encourage travel and tourism, and a direct connection to mass transit with its location one block off the RTD Gold Line.

A Creative Take on the Arts-Centric City of Loveland

The Foundry development in Loveland’s historic downtown will transform three city blocks into a vibrant space to live and work, and a hub of entertainment for locals and visitors. What is now a

construction site piled with dirt and bustling with heavy machinery will soon be two mixed-use buildings, both including first-floor commercial space, a hotel, movie theater, parking structure, and public plaza.

Exchanging Ordinary Development for an Innovative Concept

The Exchange marks an innovative adaptive reuse in downtown Fort Collins. The formerly underutilized city block will transform into a vibrant community destination. The two existing buildings on the north and south side of the project are being repurposed to provide space for local businesses while the central plaza will consist of offices, retail and restaurants housed out of upcycled shipping containers in addition to patios, picnic tables, and grassy areas for convening.

Transforming the Pedestrian Experience

Continuing their trend of downtown transformations, Brinkman was recently selected as the Town of Windsor’s partner to design and construct a dynamic new downtown. The goal of this project is to increase the tax base and draw more people to the area. And that’s what Brinkman plans to do. “This project is about connection,” explained Jay Hardy, President of Brinkman. “We’re aiming to create a vibrant pedestrian experience for the citizens of Windsor. This project will further our goal to create meaningful places that enhance our local communities.”

**This project will further
our goal to create
meaningful places
that enhance our local
communities.**”

Jay Hardy, President

On July 6, 2008, after nearly 2 years of construction, Candlelight Dinner Playhouse opened our doors to Northern Colorado. Through nearly ten years, Candlelight has been brightening our community by offering professional, Broadway-inspired theater at affordable rates for all. We have grown so much through the years and we really want to show you what we've accomplished. We are Celebrating 10 Years Together and we have stacked our Season 10 with many smash hits of the Broadway world to show off our facility, our production staff, and the unparalleled level of professionalism that you will find in our theater. We begin our Season 10 with the classic, Music Man, and then head directly into Disney's Beauty and the Beast for our holiday show. In case December is packed, we will be featuring Disney's Beauty and the Beast until Valentine's Day so everyone will have a chance to see the show at least once if not twice. As the cold of the winter sets in, we will warm up our stage with Cole Porter's hit, Kiss Me Kate, which will be followed by the timeless story of Cervantes in Man of La Mancha. To wrap up such a powerful season, we will be bringing Disney's Newsies to Northern Colorado for the first time which has already sparked great interest from our Candlelight community.

**SEASON TICKETS AVAILABLE THROUGH OUR BOX OFFICE AT
(970) 744-3747 OR WWW.COLORADOCANDLELIGHT.COM**

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TICKETS
TODAY!**



CANDLELIGHT

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TOGETHER



DaVinci Sign Systems Creates Business Energy



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

Year founded
2004

No. of employees
34

Top Executive
John "JJ" Shaw

Primary services
Design / Build - Electric and
Architectural Signage, LED
Electronic Message Centers,
Masonry Signage, Sandblasting,
Custom Metal Fabrication

An image can make or break a business and signs can bolster image by attracting attention and communicating vision. Good on-premise signage is essential for success and can be a cost-effective form of marketing according to the Small Business Administration (SBA).

DaVinci Sign Systems President and Founder, John JJ Shaw adds, "On-premise signs also make a statement that you're planning to stay and serve your customer for a long period of time."

DaVinci creates custom fabricated displays for businesses and organizations in electronic, architectural, masonry, LED message centers and other media and blends old world craftsmanship with the latest technologies. As its tag line says, DaVinci is in the business of creating "the art and science of identification" and is well known for its ability to do just that.

In fact, the Windsor-based firm recently received two national awards during the 2016 World Sign Association Design Competition in Memphis. It received 1st place in the Freestanding Sign category as well as a Best in Show award for the stone kiosks marking the corners of Pearl Street Mall. Additionally, DaVinci was voted 2016 Best Colorado Sign Company by Colorado Biz Magazine.

There's a lot more to creating signage than meets the eye, Shaw says. "Most people have no idea about how complex the process is. It involves the client's budget, what particular jurisdiction codes allow and what the space will allow." That includes height, square footage, right of way setback, and utility locates. It can take days or months to get everything in place, he says. "We often spend a lot of time at variance hearings."

A sign company has all the rewards and challenges of a manufacturing company, metal fabrication, machining, welding, spray finishing, etc, and all the risks of a construction company, such as excavation,

concrete, steel erection, and crane operation as well, Shaw says. But, he adds, he knew what he was getting into when he founded the business in April of 2004.

Shaw received his degree in industrial science technology from Colorado State University (CSU) and joined the sign industry in 1982. When he decided to strike out on his own, he rented a small facility and looked for the appropriate name. Leonardo da Vinci was a good fit, he says. "I had studied his work and he was an inspiration for me."

The timing was right. "Business was booming in Northern Colorado. Some of our beginning projects were Centerra and Motorplex work so we landed good properties right off the bat."

DaVinci began putting artwork and sculpture on the street with other projects such as Peloton Cycles, Intel, Front Range Village, Horsetooth Reservoir, the Fort Collins Club and many others across the region. The business grew from one employee (Shaw) to the current number of 35.

The demand for integrated signs with sandstone and other masonry has gained in popularity in the last ten years. We like to create with a little of the old and little new. And we build them to last a long time."

Along with a visual presence, DaVinci impacts the community in other ways. "We like to get involved in as many community programs as we can," Shaw says. It's done through both sponsorships and participation. Those benefitting programs number well over a dozen, and include Pathways Hospice, United Way, Lagoon Summer Concert Series, The Book Trust, Project Self-Sufficiency and many others "It's important to be a good community partner and we want to support the organizations that help Northern Colorado citizens be successful."



June 2017 – Eye Center of Northern Colorado hosts a grand opening event celebrating their 4th Colorado location and state-of-the-art, eye-exclusive surgery center.

Local Doctors Bringing Colorado and Wyoming Into Focus



EYE CENTER
OF NORTHERN COLORADO, P.C.
www.eyecenternoco.com

Fort Collins Locations:

3151 Precision Drive
1725 E. Prospect Road

Loveland Locations:

Centerra — 6125 Sky Pond Dr Suite 160
Banner Skyline Medical Pavilion — 2555 E 13th
Street Suite 225
970-221-2222
www.eyecenternoco.com

Year founded

ECNC was formed with current name in 1992 – roots dating back to 1916

No. of employees

200

Top Executives

Patrick Arnold, MD (President/managing partner),
Carol Wittmer Practice Administrator

Primary services

Routine Eye Exams and Contact lens fittings;
Medical Eye Exams; Full Service Optical with
premium frames; Bladeless LASIK; Laser Cataract
Surgery; Cornea Transplants; Pediatrics and
Strabismus surgery; Glaucoma management;
Retinal treatments; Facial plastics and
reconstructive surgery; Anti-aging treatments

Eye Center of Northern Colorado, the physician owned, Fort Collins based Ophthalmology/Optometry medical group, continues to expand to meet the needs of a growing and aging population.

Eye Center, now consisting of 13 ophthalmologists and 5 optometrists, is the largest multispecialty eye care practice in the region, and serves the routine and medical vision needs for Northern Colorado, Eastern Colorado, and Wyoming. The doctors of Eye Center of Northern Colorado all live, and practice in the Northern Colorado area, providing easy access to both routine eye care as well as subspecialty medical eye care for Glaucoma, Retinal Disease, Cataracts, LASIK, Corneal Disease, Pediatrics, Adult Strabismus, Oculo-Facial Plastics, and Trauma/sudden vision loss.

The physicians of Eye Center of Northern Colorado have shown a dedication to improving eye-care, through educational events for both the community and fellow doctors in the region. While meeting the vision needs of Colorado's growing population, Eye Center of Northern Colorado also strives to bring the latest proven technologies to the local market and offer options designed to provide patients with their best possible visual outcomes. Eye Center was the first in the state to offer

patients Laser-Assisted Cataract Surgery as well as a number of premium and multifocal lenses and they have been on the frontline of bringing many other treatments and medical devices to Colorado patients through the efforts of their Clinical Research Department.

In addition to providing premium eye care to the region, the doctors of Eye Center of Northern Colorado make efforts to give back to the community where they live and practice. Eye Center provides vision services for the athletes of Colorado State University, University of Northern Colorado and the Colorado Eagles. They participate in a numerous charitable events annually, offering free or reduced cost vision services to the area's homeless and in-need population. In efforts to improve the culture and local experience, Eye Center also supports many visually stunning, non-profit causes including the Fort Collins Gardens at Spring Creek, the Fort Collins Museum of Art, and the Downtown Fort Collins Holiday Lights.

To learn more about the doctors and Eye Center of Northern Colorado, or to schedule an appointment for your family, please visit www.eyecenternoco.com.

Eye Center of Northern Colorado – Routine, Medical, Surgical



Olsson Associates: Improving Our Communities Through Meaningful Projects



1880 Fall River Drive, Suite 200; Loveland, CO 80538
970-461-7733
www.olssonassociates.com

Year founded

1956

No. of employees

1,120

Top Executives

Northern Colorado BD Manager: Kris Pickett,
Regional BD Manager: Jim Dignan, Colorado Office Leader: Dana Mack, PMP

Primary services

Environmental, Facilities, Field Services, Site Civil, Survey, Transportation, Water

Since Olsson Associates' founding, municipal work has been our bread and butter. Our company's first project was a plat of a cemetery for J. Township in Seward County, Nebraska for a fee of \$56, and nowadays we find ourselves involved across the U.S. in everything from small supportive roles to multi-million dollar contracts that improve all the things we need to live happy, healthy lives – roadways, hospitals, schools, housing, water resources, industrial production, office spaces, and recreational facilities.

Not only do we take an active interest in our work, but our staff members also shape and enhance their neighborhoods and communities on a personal level. Caring about the world we live in is not just a "9 to 5" job for our employees. That's one of the reasons we started Community Builders, which encourages our employees to become involved in their communities on a deeper level.

Through Community Builders, our employees are invited to share their skills and expertise in ways meaningful to them--by serving on boards, participating in volunteer activities, joining professional and civic organizations, making charitable donations, and much more. We believe that being successful at work each day is just one facet of feeling fulfilled and productive, and we want to help our employees extend their fulfillment to all areas of their lives.

Olsson also has a long history of giving back to the community. When John E. Olsson started the company in 1956, he felt it was important to give back to the communities we served. In 2015, the Olsson Associates Foundation was created as a 501(c)(3) private foundation. Its mission is to support the environment, education, and community, and each year our employees are encouraged to donate and submit ideas for local organizations that may benefit from the Foundation. Last year, The Poudre Learning Center in Greeley was a recipient.

One of our recent projects has been an incredible success – the Kestrel Affordable Housing project in Louisville. Olsson was retained by Milender White on behalf of the Boulder County Housing Authority to provide civil engineering design, geotechnical, survey, and construction testing services for the award-winning 13-acre, 200-unit multifamily development. Earlier this year, the Denver Regional Council of Governments honored this project with a Metro Vision Award for Kestrel's forward-looking approach to incorporating safe, affordable, and beautiful homes with free transportation, environmental sustainability, active lifestyle opportunities, and other on-site services residents may need.

We pride ourselves on our drive and ability to make our world a better place – contact us today about your vision!



More than just a utility – owned by the members it serves



7649 REA Parkway
Fort Collins, CO 80528
1-800-432-1012
www.pvrea.com

Year founded
1939

No. of employees
89

President & CEO
Jeff Wadsworth, President
& CEO

Primary service
PVREA is a not-for-profit electric cooperative serving electricity to over 40,000 homes and businesses in Larimer, Weld and Boulder counties.

Most families do not think twice when flipping on their light switch; but flipping that switch on is so much more than simply poles and wires. This local area co-op that provides electricity to more than 40,000 homes and businesses has a rich history and a foundation of people.

The co-op goes back to 1939, when farmers living in Larimer and Weld Counties started working on a plan to get electricity out to their farms and homes and founded Poudre Valley Rural Electric Association.

If poles and wires are the bones and muscle of Poudre Valley REA, then people are its lifeblood. Electric cooperatives are owned by the people who receive the service. These member/owners, through the democratic process of “1 member, 1 vote,” conduct an annual meeting to elect their Board of Directors. PVREA held its 78th Annual Meeting this year on April 8 and over 1,300 people were in attendance.

After seven decades of providing electricity to northern Colorado homes and businesses, the rural electric Co-op is no longer just rural. Poudre Valley REA continues to meet an ever-growing and diversifying demand for electricity in the region. The landscape has changed.

The faces have changed, too. The founders passed the gavel to succeeding generations of community leaders, many of whom have given years of service to their cooperative by serving on the member elected Board of Directors. Dedicated employees have made

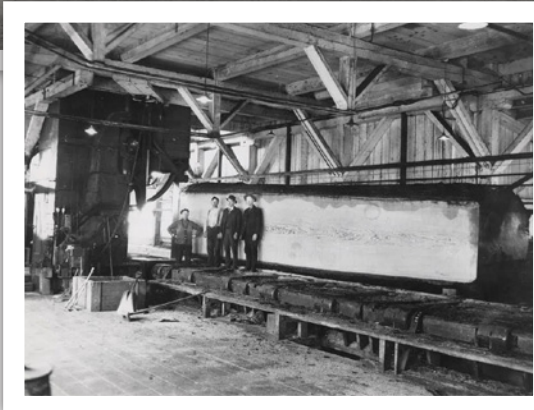
careers providing service in the cooperative tradition.

Even after 78 years and many more members later, PVREA is still a not-for-profit co-op owned and guided by their member-owners. The Co-op runs with the same set of guiding principles of democratic membership and community interest and continues to give back margins to the members through capital credits.

Because the Co-op is founded in the roots of community, they make it a priority to give back to the community. The Cooperative is involved in many local community events, awards scholarships to high school students, sponsors area fairs, and provides resources and rebates on educating and encouraging members to use energy efficiently.

The Co-op continually embraces new technologies to serve their membership. The Co-op has three community solar farms– providing members the opportunity to participate in renewable energy. It also purchases 100-percent of the energy generated from the Carter Lake Hydropower Facility along with three large scale solar facilities.

Today Poudre Valley REA encompasses 2,000 square miles of service territory and over 4,000 miles of overhead and underground line combined. Regardless of growth and changes, Poudre Valley REA still provides the same high standards and reliable, safe and affordable energy that all members have come to rely upon.



Sutherlands Lumber Meets Changing Times with Innovation



2100 E. Prospect Rd. Fort Collins 80525

970-216-1000

www.Sutherlands.com/DesignGallery

Year founded

1917

No. of employees

Fort Collins 52, Nationwide 3,000

Top Executives

Robert Sutherland Jr., President

Rick Taylor, General Manager

Primary service

Northern Colorado's Largest One-Stop Lumberyard and Design Center.

Sutherlands Lumber & Design Gallery has evolved into a comprehensive building materials and home design facility. Combined with our unsurpassed knowledge and dedicated personnel, we are here to help builders and owners complete their building projects, day-in and day-out. Our turn key services are coordinated through your personal sales associate, keeping your time hassle-free!

In the 100 years of its existence, Sutherlands has met the changing times of its communities through innovation and by connecting to the needs of its customers. Based in Kansas City, Missouri, Sutherlands is one of the largest privately-owned home improvement center chains in the U.S., currently operating 49 stores spread across 14 states. HBSDerler currently lists Sutherlands as the country's 18th largest home improvement supply dealer. Its building supply and hardware stores range in size from small lumberyards to large 140,000 plus square foot warehouse stores. From hardware, lumber, cabinets and pole barns to plywood, fencing, mulch, power tools and furniture, Sutherlands provides what the customer needs.

Each store caters specifically to the geographic area it serves, stocking a variety of specially selected building materials. Sutherland Lumber and Design Gallery in Fort Collins bears witness to that regional focus and innovative approach. "The store in Fort Collins is different than our other stores," says General Manager Rick Taylor. "Most are home improvement with a do-it-yourself (DIY) feel.

The Fort Collins store is 95 percent contractor based. We certainly help DIY people and home owners but most of our clients are contractors. The other stores are just the opposite."

The customer always comes first whether a DIYer or contractors doing commercial work, Taylor says. "We're here to help. Sometimes they come in knowing what they want but that's not always true. A lot of the contractors send clients in and we have interior designers on staff to help with selections. We can handle anything from the basic plan on up."

The Fort Collins store supplies everything with the exception of concrete. It recently branched out by adding insulation which it can install in both new construction and existing homes, Taylor says. Six different specialty stores (flooring, hardware, cabinetry, lighting, millwork, and plumbing) are offered under one roof. The showroom features displays from hundreds of name brands for each department with styles to fit every budget. "We are a one of a kind operation as far as Sutherland stores go."

Sutherlands owner Bob Sutherland agrees. "Fort Collins is unique but represents the kind of innovation that



Sutherlands[®]

LUMBER & DESIGN GALLERY

has served us for 100 years. The DIY business is solid and thriving. We have capabilities that transcend traditional industry labels like ‘pro’ and ‘DIY.’ Our local managers have a lot of leeway to innovate based on their individual market situations.”

Innovation isn’t a new concept in Sutherland’s history. That pioneer spirit was evident from its beginning in 1917. With inherited money Robert Sutherland received and family money provided by wife Mae, a lumberyard was built in Durant, Oklahoma, selling materials for constructing homes.

The first growth spurt came just as the U.S. became involved in World War I, and commodities were in great demand for the war effort. Additionally developing farming communities in southeast Oklahoma prospered as the war stimulated cotton and food crops prices. That inspired the Oklahoma land rush which created another need for lumber. Meeting the demand, Sutherlands added more yards in Hugo, Idabel, Ada, Norman, and Shawnee, Oklahoma.

The oil boom grew with the discovery of a big oil field near Ada, Oklahoma and the Sutherlands quickly realized the advantage in providing lumber to the oil business. So, for the next few years, the business concentrated on operating near oil fields. But with the 1929 stock market crash, the lumber business

felt the pinch and, as steel replaced wooden derricks in the oil field, business dropped.

As a result, in 1930, Robert and Mae had to face a new focus and home for the business. Eventually settling on Iowa, they spent their last dollars to buy an old lumber yard in Des Moines. Seeing the stock trucks bringing animals into the stockyards, Sutherland came up with the idea to advertise to the farmers. The mailers Sutherland created told farmers they could have the advantage of large volume, and low prices by hauling the lumber and building materials back to their farms. The idea sold and the Sutherlands began to send fliers by direct mail, advertising the cash and carry option. Since everything was on a cash basis and picked up at the yard, delivery costs were avoided as were the collection of outstanding accounts. Sutherlands bought directly from manufacturers in large quantities and, with the lowered overhead, savings were passed on to the customers. Sutherlands continued to thrive. Over the coming decades, other stores were added and, in 1973, the Fort Collins branch opened.

Many things changed over the years as needs dictated but Sutherlands still remains a family owned and operated business today. The underlying philosophy has also remained consistent. “Our priority is on customer service and total integrity in how

we relate to each other in the organization and to our customers and vendors,” says fourth generation Bob Sutherland, who has been in the family business for twenty years. “Hard work and persistence are the keys to success and we have a disciplined adherence to profitability and reinvestment in the business with very bottom heavy balance sheets. Ours is a company culture that attracts and promotes leaders who inspire others to perform at their full potential. This also insures that new family members who move up do so through their work and ability, not through nepotism.”

Sutherland feels that this has not only carried the company this far but will continue into the future. “The next 10 years will be very exciting,” Sutherland says. “In Ft Collins, we will continue to set the standard for value and service to the professional builder. Northern Colorado’s growth trajectory is close to unlimited. We intend to continue to seek relationships with the very best independent builders in the market. In our DIY segment, we believe the major devaluation of large retail property that is just starting to unfold will create very attractive expansion opportunities as the cost of entry will become very low in some markets.”

For more information, call (970) 226-1000 or checkout the website: <https://sutherlands.com/designgallery/>



Stenbakken Media: Creating Custom Content



Stenbakken Media

6700 W. 21st Street Road
Greeley, CO 80634
(970) 978-6937 (cell)
erik@stenbakken.com
www.stenbakken.com

Year founded
1997

Primary service

We create custom commercial photographs and video that show your market exactly who you are and motivate them to action.

Your business has a story to tell – and we'd like to help you tell it.

Stenbakken Media has been creating custom commercial photographs and video for over 25 years. Owner Erik Stenbakken has a passion for clients' unique stories, and the experience and skill to make those stories come to life for television, magazines, social media, or website use.

What does your story look like? What makes you stand out from the crowd? Whether you are a multi-million dollar corporation, a mid-sized local business, a small non-profit, or an individual just starting out, we'll work with you to capture the essence of your work in professional images and video you'll be proud for people to see.

Our clients come to us in all states of creative readiness. Some know exactly what they want and how they want it to look. Others don't have even the first idea of where to start; they just

know they need...something.

No problem! No matter where you are on the creative spectrum, we can help. We have the people and the skills to help you define your vision, develop that vision into a solid idea that we can produce, or take your existing idea and make it a reality.

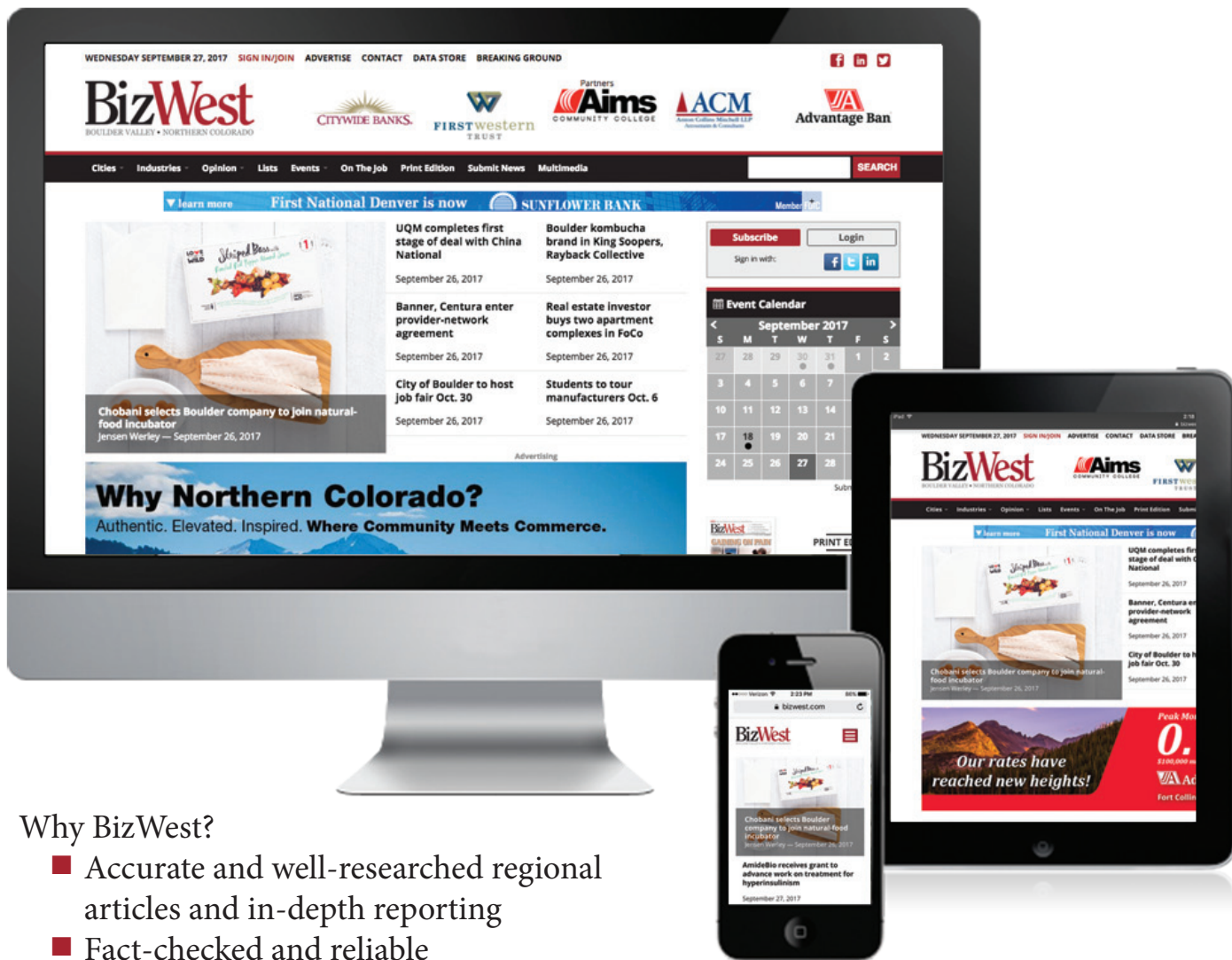
In short, our mission is to:

- Tell stories in a compelling way that engages and moves an audience,
- Provide deliverables a client can't wait to share and do it with addictive customer service,
- Make work we are proud of—and have fun doing it; life is too short to do otherwise.

We'd love to help you tell your story. We don't do cookie-cutter solutions, because we believe there really are no cookie-cutter clients. Everything we do is custom and we're proud of that.

Call us. We'd like to hear your story, then help you tell the rest of the world.

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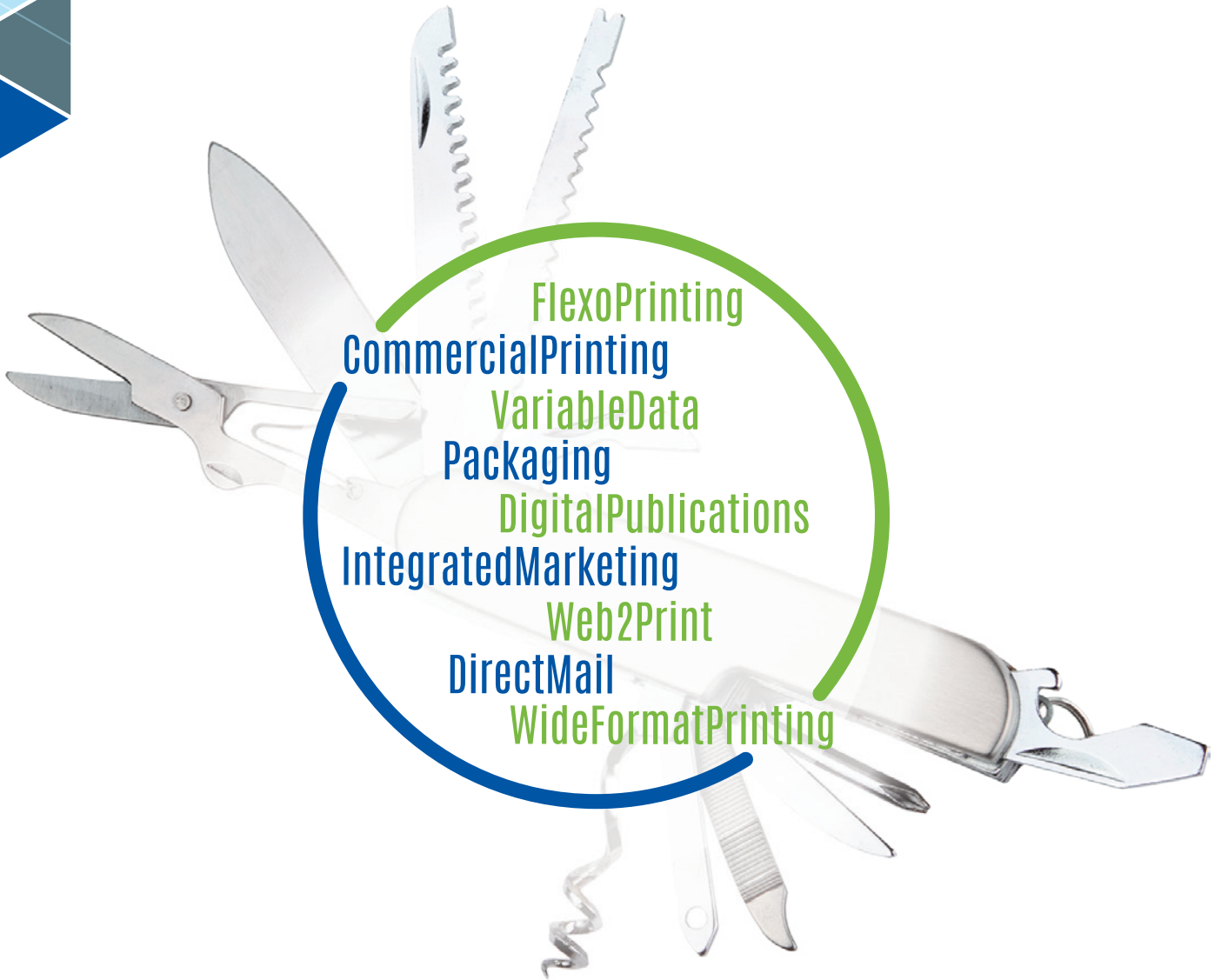
Get the information YOU need to do business in Northern Colorado and the Boulder Valley.

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