

Women of Distinction

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2020 Leading Lady
Susan P. Ison



Amy Tallent



Cindy Mackin



Joyce Saffel



Barbara L. Wasung



Glenda S. Haines



Andrea L. Heyman



Stephanie Gausch



Grace Taylor



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Women of Distinction continue to inspire

Women in business, government and nonprofits benefit Northern Colorado through their leadership, entrepreneurship and mentorship, and it's a pleasure for us to have recognized many women business leaders through the Northern Colorado Women of Distinction program, presented by BizWest.

Women of Distinction — now in its 12th year — continues to reveal inspiring stories. Our impressive list of honorees represents some of the most-talented women in our region, as well as the most energetic volunteers and mentors. A willingness to give of oneself for the greater good always is an important component of our award criteria.

This year's Women of Distinction award winners are profiled in the following pages, demonstrating



Jeff Nuttall, publisher
BizWest



Chris Wood, publisher
BizWest

ing how our selection committee — comprised of past winners and representatives from BizWest — again chose wisely. As always, it was a tough job. The pool of nominees numbered more than 100, and all were more than worthy of inclusion. We are grateful to the selection committee for its dedication and hard work, including Pam Brick-

er, Dixie Daly, Patty Gates, Ann Hutchison, Yvonne Myers and Jean Schober Morrell

We also would like to thank the sponsors whose generosity makes it possible for BizWest to bring the accomplishments of these impressive women to our attention. This year, our charter title sponsor, UHealth (charter), The Women's Clinic (charter), Columbine Health Systems (charter), Old Elk, Palmer Flowers, Orthopaedic and Spine Center of the Rockies (charter), DaVinci Sign Systems Inc. (charter), Neenan Archistruction and Survey Gizmo.

Ken Amundson wrote and edited this special section.

On behalf of the staff of BizWest Media LLC, we extend our congratulations to the 2020 Women of Distinction honorees!

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Gausch lives a life devoted to helping others

WOMEN OF DISTINCTION BW



Nonprofit
Stephanie Gausch
Weld Food Bank

By Ken Amundson

GREELEY — It can be somewhat rare to see a resume in which every line speaks to nonprofit activity, to outreach to people in need or people seeking justice.

Stephanie Gausch, chief development officer for the Weld Food Bank, has such a resume.

She is this year’s nonprofit category recipient of BizWest’s Women of Distinction awards.

Gausch, in her role of raising funding and awareness for the needs of the hungry in the Greeley and Weld County area, has “spent the past 11 years working to ensure that no one in our community goes to bed hungry,” she said.

And she’s been successful. Since 2014, she has grown annual fundraising by 111%. And when the COVID-19 crisis hit the county, state and nation, she helped lead an organization that expanded services and fundraising as incomes in the community declined and pantries emptied. In fact, fundraising was the most successful in Weld Food Bank history, with dollars collected doubling the annual goal for the organization; the food bank

raised more than \$5 million.

“While I am proud of this accomplishment, what I am most proud of is the number of new families we have been able to feed a result,” she said.

Gausch has a Colorado State University bachelor’s degree in political science and a Regis University master’s degree in nonprofit management.

She worked for Coloradans for Fairness in Weld and Larimer counties as a first job out of college. Then, she worked as Colorado organizer for Americans for Democratic Action, before joining the food bank to manage volunteers, to communicate and advocate for the hungry and finally since 2014 to be chief development officer.

“As a mother of two children, I strive to lead by example and show my children the importance of being involved in the community. When you hear a four-year-old ask their mother if today is going to be the day they get to eat, it changes how you view the world. ... Seeing this reality in our community motivates me to not only work harder, but to ensure my children recognize their ability to make a difference in the lives of their classmates.”





CONGRATULATIONS
to Isabel Yang, SVP and CTO,
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Haines attention to detail shows throughout careers

WOMEN OF DISTINCTION BW



Banking & Finance
Glenda S. Haines
Eves & Haines Wealth
Management

By Ken Amundson

GREELEY — Engineers tend to have at least one thing in common — attention to detail.

And that shows in Glenda Haines professional background every step of the way, including in her current profession as a financial planner and co-founder of Eves & Haines Wealth Management.

Haines is a 2020 BizWest Women of Distinction award winner in the wealth management/banking category.

Haines is a trained and experienced electrical engineer who earned her degree from the University of Colorado.

She worked in electrical design with the Denver Convention Center among the projects on which her design team operated.

When she worked for Xcel Energy, trade name for Public Service Co. of Colorado, she led major negotiations with customers and partners such as Coors Brewing Co. and Total Petroleum.

She developed and implemented Xcel's first unregulated business to sell electricity competitively. She conceived, created and

implemented a subsidiary company, Cadence LLC, to serve major national account customers in a new deregulated market.

All achievements in her engineering career required attention to detail.

Her transition to financial planning seems to follow the same approach.

"My business partner and I began our company because we wanted to serve clients without any conflict of interest. Our approach is to look broadly in the market for the best products and to recommend client-centric solutions without any attachments to a large company or institution with priorities that may be contrary or limited," she said.

Her firm is described as a boutique firm, a legal fiduciary, that specializes in client education and customized services for financial and retirement planning and stock market investing.

Haines has also maintained an active involvement with nonprofits in the community, including the Greeley Philharmonic Orchestra, Centennial Rotary, Greeley Area Chamber of Commerce, P.E.O., Greeley Business Women and other organizations.

Heyman spends career helping others communicate

WOMEN OF DISTINCTION BW



Outstanding Mentor
Andrea L. Heyman
Front Range Community College /
CSU

By Ken Amundson

FORT COLLINS — Andrea Heyman has spent her career teaching adults and children to communicate — most of them without a foundation in the English language.

International students, students with disabilities, immigrants, or teachers working to develop similar skills were all among those benefiting from her ability with language.

Heyman is this year's BizWest Women of Distinction award winner in the outstanding mentor category.

Heyman carved out a path early in her career to help reach those who may have a challenge to communicate.

Her degrees were in speech pathology and audiology from Queens College in Queens, New York, and the University of Colorado Boulder. She worked as a speech pathologist in Northern Colorado for more than 20 years before joining Front Range Community College in its Center for Adult Learning. There, she taught English as a second language and mentored international students. She also worked at Colorado State University in its workplace English training program where she mentored interns and taught immigrant employees of

the university.

She led and continues to work with the international English program for students at Gyeseong High School in South Korea.

Part of her work at CSU involved working with students with learning disabilities and also with teachers seeking professional development.

Off the job, she served in numerous board positions at schools and with nonprofit organizations. An example of this work included helping Children of Peace International test the hearing of children in orphanages in Vietnam, raising money for hearing aids and helping get them to the children.

She was owner and co-owner of a couple of businesses, including the Colorado Adoption Education Service that counseled prospective parents and the International Fair Trade Business, which provided mentoring to women in Vietnam, Thailand, Guatemala and Brazil.

"I believe that her little, day to day thoughtful interactions are what makes the difference no matter where she is spending her time," said Mary Elizabeth Lenahan, artistic director of Dance Express, who recommended her for the award.

Ison sits at crossroads of art in Loveland



Leading Lady
Susan P. Ison
City of Loveland

By Ken Amundson

LOVELAND — Susan Ison sits at the crossroads of all things art and culture in Loveland.

And she's been there for 39 years, observing the trends in art and entertainment and capturing the best of them for city residents to see at the museum, on performing arts stages, on cinematic screens, or in public galleries and parks around town.

Ison is this year's BizWest Women of Distinction leading lady, an award given to a woman in Northern Colorado who's impact cuts across multiple economic and cultural sectors of life in the region.

Ison earned her bachelor's degree in anthropology from Colorado State University in 1980. A year later, she was named curator of collections at the city of Loveland museum. A short time later, she was named cultural services director in charge of the museum and other art-related venues and collections.

Under her leadership, cultural services have come to encapsulate both the historic and the modern. The museum at Fifth and Lincoln, for example, includes both permanent collections and art shows from both local and nationally recognized artists. The Rialto Theater on Fourth Street might show either classics or films with limited distribu-

tion as part of the Phyllis Walbye Film Series. Live performing arts productions are also staged there. Soon, events and shows at the historic Pulliam Community Building will join the options under the cultural services umbrella.

She also oversees the community's extensive art collection — more than 400 pieces of public art valued at more than \$8 million, both sculpture and other forms of visual arts. Many of those pieces are positioned in the Benson Sculpture Park, but not all. The city's 1% for the arts program, which she oversees, was the first in Colorado. It sets aside cash equal to 1% of public capital construction projects to be used for the arts.

Ison has overseen the expansion more than once of the museum, the restoration of the Rialto and the creation of the Art in Public Places program. She assisted with the effort to designate the downtown as a creative district. She stood up for creative expression and received the Julie J. Boucher Community Honor Roll for Intellectual Freedom. She sits on the city's executive team with the city manager and the other department heads.

"After all these years, it continues to be a joy..." she says of her tenure with the city. "I am grateful to live in a community that truly cares."

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Jackson tells how education changed her life

WOMEN OF DISTINCTION BW



Education
Pam Jackson
Colorado State University

By Ken Amundson

FORT COLLINS — When it comes to telling the story about how education provides a pathway out of poverty and to success, few come as close to Pamela Jackson's story.

Jackson, BizWest's Women of Distinction award winner in the education category, is the associate vice president of communications for Colorado State University.

A consummate communicator as described by her co-workers, Jackson can perhaps best tell the story about her success.

"Education for me was a path out of poverty and it helped break a cycle of generational poverty. There was a lot of uncertainty in my life as I was growing up. My parents struggled financially to keep food on the table, our utilities were frequently shut off and for a long period of time I didn't know where I would be staying from one month to the next. We lost our house to foreclosure when I was in elementary school, leading my parents to drag my two brothers, sister and me from one rental property to another. It was hard to focus on school and learning during this time.

"But throughout my childhood, my mother made one thing repeatedly clear: I would graduate high school and go to college. She expected nothing less.

"Education was an option in my life because of my mother's love and fierce determination. She wanted better for me and she knew that a college degree would change a person's life — she knew it could change my

life."

Jackson got her degree from Colorado State, spent a decade in television as a writer and producer, then returned to school for her masters degree and finally a Ph.D. in economics.

"I will never forget the way my mother looked at me after I was hooded in my Ph.D. graduation ceremony. ... it was the look in her eyes, the tone of her voice, that meant so much. ... We both knew this was a profound victory that changed who she was, who I was and who our family was."

"She is the real woman of distinction in this story," Jackson said.

When she teaches, Jackson tries to pay special attention to those first-generation students and advocates for their success. "It was one of the values with which I was raised," she said.

Her coworkers, former professors and academic leaders describe her as hardworking and effective in crafting the right message for the right audience.

"She knows the intricacies of communications, and she assisted us time and time again to craft appropriate messages to faculty, students, parents, alumni, staff — whatever the audience," Rick Miranda, provost and executive vice president at CSU wrote in a letter of recommendation.

"She received accolades from her students as a favorite teacher and mentor," wrote coworkers.

And, in the words of a professor and associate dean, "Pam is a role-model for professional women in higher education."

Kendall helps guide business recovery from COVID

WOMEN OF DISTINCTION BW



Government, Energy & Utilities
SeonAh Kendall
City of Fort Collins

By Ken Amundson

FORT COLLINS — When it comes to economic development in Larimer County, and especially in Fort Collins, one name tends to show up either in the forefront or background. That's Seonah Kendall.

Kendall, a former small business owner and since 2012 city of Fort Collins employee, works within the economic health department of the city.

Since the onslaught of the COVID-19 pandemic, she even has a new title: City Recovery Manager.

Kendall has been part of a team of economic developers from around the region who have changed their focus during the pandemic to help businesses survive and revive.

To that end, she participated with the Fort Collins Area of Chamber of Commerce and the Bohemian Foundation to create a \$5 million revolving loan program that was endorsed and expanded to include the entire county.

She and other economic developers routinely have gathered information about impacts of the pandemic so that public and private entities can craft programs to assist.

Listed among her credentials is five years spent at Front Range Community College where she taught business courses. At the same time she taught others, she was running Suehiro Japanese Restaurant in Fort Collins, which she owned from 1994-2015.

Her city role began in 2012 as an economic analyst, then economic policy and project manager, then senior economic manager and now city recovery manager.

Along the way, she carved out a role as an ombudsman for business in the community while helping retain existing businesses and helping them expand.

"I have had the opportunity to develop and support the city's Economic Health Office that works to support all businesses in Fort Collins ... [be] successful within our triple bottom line stewardship (economic, environment and social health)," she wrote in her application letter.

Mackin works to bring tourists to Loveland

WOMEN OF DISTINCTION BW



Government, Energy & Utilities

Cindy Mackin

Director of Tourism, Visit Loveland

By Ken Amundson

LOVELAND — Cindy Mackin puts the heart in Loveland.

Mackin, the Visitors Services manager for the city of Loveland, is this year's BizWest Women of Distinction winner in the government, energy and utilities category.

Mackin lives and breathes Loveland, the community that became her adopted home when her family moved to town while she was in high school. She's a graduate of Colorado State University with an apparel and merchandising degree.

In her role with the city, she is responsible for helping to increase tourism and to create events around which both residents and visitors can gather.

She created and launched the love lock sculptures that are placed at the visitors cen-

ter on east Eisenhower and near the south shore of Lake Loveland.

She's been the force behind events such as the Fire and Ice Festival, the Winter Wonderland and Loveland Sweetheart Festival.

Mackin takes pride in increasing lodging taxes 56% since the start of the Visit Loveland program without an increase in the number of hotel rooms in the community. Visits to the visitors center and revenue from sale of merchandise have also increased during her time working with the program.

She has received numerous awards for promotions and marketing with the city of Loveland, including awards from the Public Relations Society of America, the Colorado Tourism Office and the city itself.

"I get to tell people about how absolutely fabulous Loveland is and try to get them to come here," she said in her application letter.

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Moran makes her mark in commercial real estate

WOMEN OF DISTINCTION BW



Real Estate, Construction &
Development
Melissa M. Moran
CBRE

By Ken Amundson

FORT COLLINS — The letters after her name tell a story in and of themselves.

Melissa Moran is a CCIM, a CSM, and a CRRP. That means she's a certified commercial investment member, a certified shopping center manager and a certified retail real estate professional.

And she likes to teach other women about a profession that has few other female members or mentors.

Moran is this year's BizWest Women of Distinction winner in the real estate category. She is currently with CBRE, the commercial real estate powerhouse with offices across the nation.

Moran wasn't always into real estate. She began her career at United Airlines and then moved to the city of Fort Collins as a communications professional. Her degrees are in communications and business administration.

In 2006, she joined General Growth Properties, which managed the Foothills Mall, and she became the marketing manager. That

led to a position with Bayer Properties, first as general manager of Front Range Village — the fastest growing multi-use development in Northern Colorado at the time. Then she moved to a regional directorship with Bayer and helped manage 3 million square feet of retail and office spaces across multiple states.

She served with M3 Investment Realty Inc., where she took on a contract job to temporarily manage the Promenade Shops at Centerra while a permanent successor was sought. Since 2017, she has been working with CBRE and is a vice president focusing on Northern Colorado retail leasing, sales and site selection.

She is seen as an expert in negotiation and in resolving complex problems in commercial real estate transactions.

She describes her job of broking real estate as something that she loves. "...and not just any real estate — the most challenging asset class of all, retail."

"It takes guts, stamina and unending belief in yourself. It takes an incredible amount of work, perseverance, and remaining steadfast to what is best for your client, even if it is not best for you."

CEO ROUNDTABLE BW

COVID-19 opens door to new world of opportunities, challenges for innovators

Participants in the BizWest Innovation Roundtable were: **Sergio Angeles**, Innovate Longmont; **Nagesh Anupindi**, Apoorva; **Michael Bamberger**, Tetra Insights; **Brad Bernthal**, Silicon Flatirons Center; **Anke Corbin**, Globig; **Valerie Eastman**, Winter Winds Robotics; **Mike Freeman**, Innosphere; **Thomas Knoll**, Innovators CoLab; **James MacInnis**, ZenergyRising; **Dan Powers**, Co-Labs; **Patrick Rea**, Canopy; **Erin Stadler**, Boomtown Accelerator; **John Tayer**, Boulder Chamber; **Aaron Spear**, Bank of Colorado; **Jim Cowgill**, Plante Moran; **Jeremy Wilson**, Plante Moran; **Jared Crain**, Berg Hill Greeleag Ruscitti; **Sally Berg**, Berg Hill Greenleag Ruscitti; **Ashley Cawthorn**, Berg Hill Greenleag Ruscitti.

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For more information about the CEO Roundtable contact
Jeff Nuttall at 970-232-3131 or jnuttall@bizwest.com

CONGRATULATIONS ANDREA!

Front Range Community College congratulates our instructor Andrea Heyman for being honored as one of BizWest's Women of Distinction!

Andrea has been teaching English as a Second Language at FRCC for 22 years. She also spends countless hours mentoring and training other teachers. Her dedication has helped thousands of students improve their English skills. Way to go, Andrea!


FRONT RANGE
COMMUNITY COLLEGE



Saffel discovers key to finding workers in health care



Health Care
Joyce Saffel
Columbine Health Systems

By Ken Amundson

FORT COLLINS — Today’s human resources manager, particularly in the health-care industry, can’t sit back and wait for applicants to find their way in the door.

Joyce Saffel, HR director for Columbine Health Systems, has discovered that and has figured out where to find people to do the myriad jobs necessary to run the range of senior living facilities that Columbine operates in Northern Colorado.

Saffel is a 2020 BizWest Women of Distinction award winner in the health-care category.

Her secret? Involvement.

Saffel sits on the Larimer County Workforce & Economic Development Board and is this year’s chair-elect.

She serves as an advisory board member for Front Range Community College.

She is also a board member of ARC of Larimer County. ARC is an organization that works with and protects people with developmental disabilities.

She knows that in order to keep positions filled in the large Columbine organization that she needs to grow some of the talent

along the way.

She leads the effort to provide internships to high school students and apprenticeships in clinical entry level positions.

“I get excited when a high school student attends a tour with an interest in nursing or a role supporting our senior community,” she said. “I have seen young people struggle with basic barriers to employment such as housing, transportation and food. When we remove those barriers, employees can succeed.”

While her service on boards gives her a chance to provide industry perspective, it also gives her a chance to connect with future potential workers.

Sometimes, those future workers have developmental disabilities, but Project Search at Columbine gives them a chance to learn jobs that might fit.

“These young people have talent, desire to work and contribute to our community with just a little assistance along the way,” she said.

Saffel has a bachelors degree in journalism/advertising from the University of Wyoming. Before joining Columbine in 2003, she worked with an advertising agency in Portland, Maine, and then was HR manager for Koch Industries in Corpus Christi, Texas.



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Tallent fits definition of a busy person



Business & Business Services
Amy Tallent
The Tallent Company

By Ken Amundson

JOHNSTOWN — It’s been said that if you want to get something done, ask a busy person. Busy people don’t have time to waste, so the work gets done. That might describe Amy Tallent, a 2020 BizWest Women of Distinction award winner in the business services category. While Tallent’s resume has a few former jobs, many of the jobs listed are still active, still underway. She’s a member of the Johnstown Town Board, elected in 2017. She’s chair and founding member of the Johnstown Downtown Development Association. She’s a director of the Northern Colorado Children’s Museum.

She’s executive director of the Erie Economic Development Council. Erie is where she graduated from high school. And she owns her own business, The Tallent Co., which is a communications/public relations firm. Her degree from the University of Northern Colorado in Greeley is in human communication. Somewhere in there she found time to get married and have three children. “We are all given unique gifts and from an early age I understood what my skills were and how I wanted to use them. One of these is the ability to bring people together in a variety of ways. ... I have always tried to bring people together and support them in their journey to become better,” she wrote in her application letter.

Columbine Health Systems

CONGRATULATES

Joyce Saffel

HR Director

We congratulate her on being honored as the

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in Health Care

Her 16-year commitment to the employees of Columbine Health Systems is exemplary. During this pandemic, her countless hours of guidance and support made a big difference to our success in handling this disease.

We thank her for the tireless efforts she makes for those with Intellectual and Developmental Disabilities with the Poudre School District Project Search Program and ARC of Larimer County.

Joyce Saffel has always been our Women of Distinction!

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Taylor takes role of 'incident commander'

WOMEN
OF DISTINCTION **BW**



Health Care
Grace Taylor
UCHealth

By Ken Amundson

FORT COLLINS — Deeply embedded in Northern Colorado health care, Grace Taylor helps to lead UCHealth Poudre Valley Hospital and UCHealth Medical Center of the Rockies through the thicket of issues that has engulfed hospitals during the COVID-19 pandemic.

Taylor is a 2020 BizWest Women of Distinction award winner in the health-care category.

While Taylor's a vice president of operations for those two hospitals now, her health-care career began many years ago as a clinical technologist in a lab working on contracts for the National Marrow Donor Program and the Centers for Disease Control. She was putting her bachelors degree in microbiology to good use in that role, which was with VRL Eurofins, formerly LABS Inc.

She advanced in that organization but in 2007 she picked up her masters in business administration in health administration,

which gave her entry to Poudre Valley Hospital in Fort Collins.

Her roles with PVH and later UCHealth have varied but they have included physician recruitment, business development, community outreach, and strategy development. She helped lead the planning and initial operations for the Colorado State University Medical Center, which is a collaborative effort of UCHealth, CSU, Associates in Family Medicine and Columbine Health Systems.

Since September 2019, she has been vice president of operations for PVH and MCR where she has oversight of about 750 staff members and an expense budget of \$8.7 million. In that role she has been "incident commander" for COVID response.

"I am a working mom raising two young girls as they are my everyday job. I am always looking for balance trying to do some good in the world," she said. Her motto comes from her late father, a teacher, who stressed "walk in the shoes of others and seek first to understand."

Want to volunteer in Greeley? Ask Wasung

WOMEN
OF DISTINCTION **BW**



Exceptional Volunteer
Barbara L. Wasung
Weld Food Bank

By Ken Amundson

GREELEY — For those wanting to know about volunteer activities in Greeley, ask Barbara Wasung. She's likely already done it.

Wasung is this year's BizWest Women of Distinction award winner in the outstanding volunteer category. And the category fits.

If you're reading this while standing up, you might want to sit down. It will take awhile to describe all the activities that Wasung, a certified public accountant with Marcia L. Siebring CPA in Greeley, has found time to complete.

She's a lector and Eucharist minister at St. Peter's Catholic Church. She's a board member of the Greeley Luncheon Optimist Club and treasurer for the Kiwanis Club of Greeley — at the same time.

She has served as a board member for Catholic Charities Guadalupe Shelter in Greeley, A Woman's Place in Greeley, and Colorado Mountain Club — both the Weld County chapter and the state organization. For 20 years, she helped with the Griffith Center's Annual Peak Challenge to summit Colorado 14ers. She's been a member of the Sierra Club, local chapter.

She's a current member of the Greeley Stampede Wranglers and trail boss for the

parades.

She is board treasurer for the Community Grief Center in Greeley.

She works with the American Cancer Society Relay for Life and the Cattle Baron's Ball. She has participated in the Greeley Blues Jam and has sat on the Greeley Lights the Night Parade Committee.

She helped build two homes with Habitat for Humanity.

The Weld Food Bank has called upon her as a volunteer, especially now during the COVID pandemic.

She has volunteered with the Success Foundation fundraising events and worked with the 60+ Ride.

Life Stores Child and Family Advocacy fundraising was able to get some of her time.

She has participated in Greeley and Evans chamber events and graduated from the Leadership Weld County program.

She found time to ride along with police and be part of the Greeley Citizen's Police Academy.

She volunteers with the Northern Colorado Women in Business.

And when the need arises, she counsels with the Adamson Funeral Home Life After Loss program.

Has she missed any opportunities?

WE MENDED A FAILING HEART AND KEPT THEIR ROMANCE ALIVE

When you have that newlywed glow, everything seems rosy. So when Jean Richter started feeling short of breath, she wasn't initially concerned. But then her symptoms worsened and her beloved husband, Dave, had to rush her to the Foothills Hospital Emergency Department.

Jean was diagnosed with heart failure, a chronic condition that has a 50% survival rate within five years of diagnosis if not treated correctly. Luckily for Jean, Boulder Community Health had recently opened the first specialized Heart Failure Clinic in Boulder County. Dr. Scott Blois's expertise with the latest treatment options set Jean on a remarkable journey back to a full active life.

"I have a wonderful husband, five incredible daughters and 13 grandkids I adore," says Jean. "I'm so happy we can hike, travel and have fun together again."

Read Jean's story at bch.org/healinghearts or call 303-442-2395 for information about Boulder County's first Heart Failure Clinic.



Boulder Heart

Anderson Medical Center
4743 Arapahoe Ave., Suite 200
in Boulder
Medicare accepted

Yang brings extensive R&D credentials to industry



Manufacturing
Dr. Isabel Yang
Advanced Energy Industries

By Ken Amundson

FORT COLLINS — Innovation and leading the digital transformation of a major manufacturer in Northern Colorado are among the credentials that Isabel Yang brings to the table.

Yang, the senior vice president and chief technical officer for Advanced Energy Industries Inc. with a manufacturing facility in Fort Collins, is the manufacturing category winner of this year’s BizWest’s Women of Distinction.

Yang has a long track record in manufacturing, a category of business that has few women who have risen to the top ranks of their industry. For Yang, the VP or director titles have appeared before her name for many years, starting in the early part of this century.

Yang has been with AE since July 2018 and

in her role with that semiconductor company she leads innovation and the creation of new technologies. She puts her degrees — she has a Ph.D in electrical engineering — to good use. All of her degrees are from the Massachusetts Institute of Technology in Cambridge.

Much of her career was with IBM, where she had multiple vice president titles over areas such as research and development, strategic partnerships, corporate strategy and worldwide research. She worked from 2000 until 2018 with IBM, one of the world’s largest computer manufacturers.

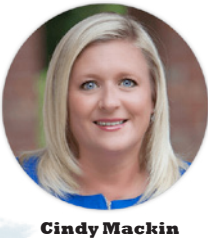
“I have found great joy in mentoring several of my colleagues for many years, creating sponsored research programs at leading local colleges such as Colorado State University and Front Range Community College, and inspiring young people, especially women, to strive for a career in STEM,” she said in her application for the WOD award.



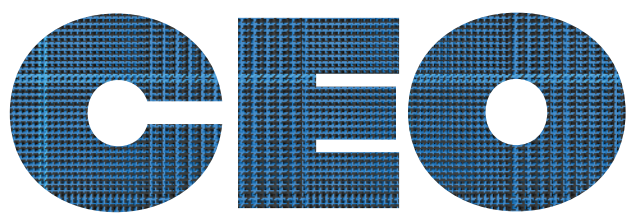
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Read all Women of Distinction honoree profiles at events.bizwest.com/wod



ROUNDTABLE

NoCo startups adapt to life under COVID

Participants in the BizWest Innovation Roundtable were: **Andrea Bazoin**, everHuman; **Blake Craig**, Laborjack; **RT Custer**, Vortic Watches; **Mike Freeman**, Innosphere; **Lisa Gumerman**, Sunshower.io; **Mike Moses**, Red Mountain Scientific; **Jana Sanchez**, LaunchNo.CO; **Sarnen Steinbarth**, Turbo Tenant; **Tina Todd**, simplyHRi; **Mike Grell**, Plate Moran; **Brett Kemp**, Flood and Peterson.

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For more information about the CEO Roundtable contact Jeff Nuttall at 970-232-3131 or jnuttall@bizwest.com



Development
•
Architecture
•
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* Rendering of 221 E. Mountain Avenue in Old Town Fort Collins – currently under construction.

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To be a Woman of Distinction means being successful in your career, mentorship, leadership, and community. It means always striving for excellence and caring for those in your community. This desire for excellence fuels the next generation of female leaders and challenges young women to set high goals and reach for them.

The McKee Wellness Foundation commends all the women who were nominated for the 2020 Women of Distinction.

CONGRATULATIONS TO THE AMAZING NOMINEES OF 2020!



SO FAR IN 2020, MWF HAS DISTRIBUTED:



\$12,000 in scholarships to female veterans for wellness retreats.

\$8,500 to Women & Infant Services at Banner Health hospitals through facility and patient support.



Over \$21,000 of breast cancer support for patients in Northern Colorado.

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IN PURSUIT OF WELLNESS

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BIXPO IS BACK!

BW



BIXPO

VIRTUAL B2B EXPO

BW

Northern Colorado's largest
Business & Industry trade show
returns Virtually!

September 30, 2020 • 8:30 a.m. - 1:30 p.m.
Free for attendees

Bixpo, the legendary trade show, is back, and it's gone virtual!

Exhibitors will reap rewards from a robust online platform designed to promote networking with attendees, including scheduled virtual meetings, and more. Attendees will benefit from dozens of exhibitors, special offerings and valuable information relayed by our speakers.

Physical trade shows won't happen any time soon, but the market — and the audience — is crying out for connections and information. Take advantage of a 21st century trade show and sign up for Bixpo today!



Sponsorships:

- **Booths:** \$300 (Limited to 100 booths)
- **Booths plus BizTalks:** \$400
- **Title:** \$5,000 (includes Three 5-minute BizTalks)
 - Logo on all marketing including print, web and social media and featured at the event
 - Two-minute welcome and video at 8:30 a.m.
- **Associate:** \$2,500 (includes Two 5-minute BizTalks)
 - Name on all marketing

Benefits:

- Showcase your products and services, with either pre-recorded videos or a live video-stream session in the booth. Booths have a customizable lead generation feature built-in for capturing attendee interest.
- Exhibitors receive the full list of attendees with name, email, location, and demographic information.
- Exhibitors receive event analytics reports -- referral source, turnout percentage, registration visits vs. conversions, connections made during event, location, device, etc.
- Exhibitors receive recordings, chat transcripts for both the event chat and sessions chat, and poll data from the event once finished.
- Company listing and logo in the virtual Bixpo Show Guide exhibitor directory.

There's more!

- **BizTalks** (TEDx-style presentations)
- Talks will run from the start to end of the trade show.
- Short presentations by dozens of business leaders, consultants, and officials. Topics can include tactics and practices to help increase any business' bottom line: social media, digital marketing, revenue generating ideas, finance, operations, tools to boost productivity and morale. And how to build a strong sales culture for excellent customer and employee retention.
- Presentations regarding business and the pandemic shutdown are strongly suggested.

BizWest

RESERVE YOUR BOOTH AND BIZTALK TODAY!

■ **Sandy Powell** 970-218-0538 – spowell@bizwest.com

CONGRATULATIONS WOMEN OF DISTICTION 2020 NOMINEES

Kristi Alford-Haarberg; *E2 Optics LLC*
K. Michelle AmRhein; *Coan, Payton & Payne, LLC*
Stephanie Anderson; *Selene River Press*
Valerie Arnold; *HUB Real Estate*
Lisa Augustine; *Orthopaedic & Spine Center of the Rockies*
Dr. Debby Baker; *Community Grief Center*
Andrea Bazoin; *Founder, everHuman, LLC*
Mike Bergerson; *Orthopaedic & Spine Center of the Rockies*
Claire Bouchard; *United Way of Larimer County*
Jane Brewer; *Precision Chiropractic*
Sandi Brown; *Colorado Early Colleges*
Sara Burnett; *Sample Supports*
Susan Butter; *Child Advocacy Center, and Bullhide 4x4*
Tricia Canonico; *#feedthenocofrontline*
Jamie Cawthron; *Aspen Grove Vet*
Andneliese Clark; *Bounce Animal Rescue*
Lisa Clay; *Advanced Tank & Construction Co.*
Amy Cook; *Coe Construction*
Selina Cook; *ECI Site Construction*
Betsy Craig; *MenuTrinfo*
Tracie Crities; *CorKat Data Solutions*
Vivianna Davis; *Brillity Digital*
Emily Dawson Petersen; *InnovAge*
Jessie Donaldson; *Brand Spanking Used Thrift Store*
Brenda Dones; *Weld County & Poudre Learning Center Foundation*
Nicole Eckman; *Enlightenment Nutrition*
Dawn Eger; *Eger CPA*
Brandee Eide; *Child Safe*
Kelly Evans; *Neighbor to Neighbor*
Jane Everhart; *Brinkman, Brinkman Construction*
Celeste Ewert; *Envision*
Kristen Fahrner, MD; *Front Range ENT, PC*
Kellie Falbo; *Sustainable Living Association*
Tara Fotsch; *Town of Windsor*
Sarah Fox; *Nutrien Ag Solutions*
Julianne Fritz; *Banner Health*
Stephanie Gausch; *Weld Food Bank*
Allis Gilbert; *McKee Wellness Foundation*
Ginger Graham; *Ginger and Baker*
Andrea Grant; *LoCo Think Tank / Larimer SBDC*
Glenda Haines; *Eves and Haines Wealth Management*
Dr. Sue Haney; *Womens Clinic of Northern Colorado*
Paulette Hansen; *The Neenan Company*
Barb Hardes; *Orthopaedic & Spine Center of the Rockies*
Mims Harris; *United Way of Larimer County*
Kaycee Headrick; *Boys & Girls Club of Larimer County*
Beth Heckel; *Think Humanity, Inc*
Kristi Hess; *Bohemian Companies*
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Carolyn Hornback; *McCauley Constructors*
Ann Hutchison; *Fort Collins Area Chamber of Commerce*

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Elizabeth Irvin; *Birth Center of Boulder*
Susan Ison; *City of Loveland, Cultural Services*
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Mara Johnson; *Fort Collins Habitat for Humanity*
Christine Johnston; *UCHealth*
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Vallene Kailburn; *Old Town Media, Inc.*
Margo Karsten; *Banner Health*
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Nikki Larchar; *simplyHR & Define the Line*
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Katie Wilkinson; *CollegeAmerica*
Isabel Yang; *Advanced Energy Industries, Inc.*
Maggie York; *Linden Marketing*

Congratulations to the BizWest 2020 Women of Distinction Award winners.

Including our very own Grace Taylor,
vice president of operations
for Poudre Valley Hospital and
Medical Center of the Rockies.

uchealth

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