

# BOULDER COUNTY BUSINESS REPORT

\$1



## HEALTH AND WELLNESS

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9A

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Volume 30 | Issue 7 | March 18-31, 2011

# 1stBank Center finally rockin'

## Management, venue changes driving success

BY MICHAEL DAVIDSON  
mdavidson@bcbr.com

BROOMFIELD — There is something about the 1stBank Center that goes to people's heads.

Whether it was optimism about the promise of a venue bringing professional sports and concerts to suburban Broomfield, or anger that Broomfield spent \$45 million in taxpayer money to build a 6,500-seat arena in an empty field, few people could view the venue dispassionately.

The questions continued when concert promoters decided to make the 1stBank Center a hybrid arena/theater suitable for acts too big for clubs but not ready for large venues like Denver's Pepsi Center.

Skeptics wondered if a suburban venue with "the ambience of a high school gym" could land the acts that would attract music fans from Denver and Boulder," said Chuck Morris, president of AEG Live Rocky Mountains and one of Colorado's leading concert promoters.



COURTESY BRIAN SPADY

The 1stBank Center in Broomfield has been pulling in capacity crowds since Peak Entertainment LLC, a joint venture of AEG Live — Rocky Mountains LLC and Kroenke Sports and Entertainment LLC, dba Kroenke Sports Enterprises, took over the venue Sept. 1. Here, The String Cheese Incident plays to a full house in March.

"There were some people who thought I was out of my mind," Morris said.

March 5 marked the first anniversary of the venue's official reopening, and so far results have been

positive.

Promoters have been able to book superstars such as Dave Matthews Band, Justin Bieber, Katy Perry, Carrie Underwood and Arcade Fire. Jam bands such as Phish, The String

Cheese Incident and Furthur have played multnight stands drawing capacity crowds.

The lineup and positive reviews from music fans has exceeded arena

► See **Rockin', 15A**

# Programs aid energy-saving projects

BY MICHAEL DAVIDSON  
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BOULDER — The fight late last year between Democrats and Republicans over changes to the tax code may have obscured some unexpected good news for commercial building owners, small business and proponents of energy efficiency.

Provisions of the Tax Relief, Unem-

ployment Insurance Reauthorization and Job Creation Act of 2010, which extended tax cuts implemented by the Bush Administration and extend-

## ■ EnergySmart adds services, 13A

ed stimulus programs initiated by the Obama Administration, could save businesses and the owners of commercial properties a good deal on

their tax bills.

As always, business and property owners should consult qualified tax experts when planning a project or filing for incentives.

One program, started by the American Recovery and Reinvestment Act of 2009 and extended in late 2010, actually offers business owners cash payments for equipment they install.

The program, created by Section 1603 of the act, will give up to 30 percent of an eligible project's costs back to the taxpayer after the project is completed.

The money will come in the form of a grant, so taxpayers will not have to wait to claim a credit on their next tax bill. Taxpayers who claim the grant will forego the ability to claim

► See **Projects, 23A**

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# Horus Fund's advisers pick stocks with software

Editor's note: The following is a wrap-up of breaking local business stories published daily on the Boulder County Business Report's website. Sign up for our free BCB Rdaily, an all local e-news report sent to your e-mail each weekday. Just click on "Register for E-News-letters" at www.BCBR.com.

BY BUSINESS REPORT STAFF  
news@bcbcr.com

LONGMONT — A new investment advisory firm with offices in Boulder County and California will use software that picks stocks developed by Longmont-based Parascript LLC.

Horus Capital Management LLC will license the software from Parascript, and Horus' investment advisers will use the software at its offices in Boulder County and Santa Barbara, California to run the Horus Fund.

Most of Parascript's officers also will be officers of Horus, said William Pearlman, chief executive of both companies. Shannon Peace will lead Horus as chief investment officer.

The software recognizes patterns in stock market data. "Parascript's pattern recognition technology has been successfully applied to a number of diverse markets," said Alexander Filatov, president of Parascript. "We are happy to extend its benefits to the investment community via this arrangement with Horus."

Filatov has said he believes the

new fund will do better than other hedge funds because Parascript has 20 years of experience with technology that makes decisions after analyzing images — most commonly financial documents like checks.

A hedge fund is a managed portfolio of financial securities that has targeted a specific return goal regardless of market conditions.

## BCBRdaily

### Judge tosses Crocs' suit

NIWOT — A federal judge dismissed a shareholder lawsuit against footwear maker Crocs Inc. saying inventory and data problems were not meant to defraud to investors.

Niwot-based Crocs (NYSE: CROX) said it was "gratified" that the court agreed to dismiss the lawsuit. Shareholders filed five separate class action suits in 2007 against Crocs after a fall in the company's share price. The company is known for its brightly colored plastic clogs.

"Crocs is moving forward with a focus on our business," Daniel Hart, Crocs' executive vice president, and chief legal and administrative officer, said in a statement following the ruling.

Mismanagement by Crocs was alleged to include ordering large quantities of shoes in men's sizes but in

women's colors. The judge wrote that details outlined in the lawsuit showed mismanagement, but not fraud.

### Silicon to host startup event

BOULDER — The Silicon Flatirons Center for Law, Technology and Entrepreneurship in Boulder will host an event in May as part of the Obama Administration's effort to promote small businesses and entrepreneurs.

The event, part of the White House's Startup America initiative, is scheduled for May 9, said Brad Bernthal, director of Silicon Flatirons Center's Entrepreneurship Initiative. The center is affiliated with the University of Colorado's law school.

Additional information such as cosponsors, invitees and an agenda is not ready to be released publicly, Bernthal said.

The initiative was launched in January at the White House. In February it was announced that Boulder would be one of eight cities to host a roundtable bringing together senior administration officials, entrepreneurs and small-business owners.

### Rolls-Royce selects UQM

LONGMONT — Rolls-Royce Motor Cars Ltd.'s entry into the electric-car market will use motors powered by UQM Technologies Inc.'s electric propulsion systems.

Rolls-Royce's 102EX Electric Phan-

tom will use two 145-kilowatt PowerPhase electric propulsion systems made by UQM. Combined, the electric motors produce 388 horsepower and 590 foot-pounds of torque.

"The selection of our PowerPhase systems by Rolls-Royce reinforces our ability to build and provide electric-propulsion solutions for a wide variety of vehicle platforms," said Eric Ridenour, UQM's president and chief executive.

UQM PowerPhase propulsion systems are used in a variety of applications including luxury cars, motorcycles, passenger vehicles and buses.

The company has the capacity to produce 40,000 units annually at 4120 Specialty Place east of Longmont along I-25. The location serves as company headquarters and is where engineering, product development and manufacturing takes place.

### RTD OKs project funds

DENVER — Major transportation projects on U.S. 36 and in Longmont took a step closer to fruition Tuesday night when the Regional Transportation Department's board of directors approved the \$305 million 2011 Fast-Tracks Financial Plan.

The measure allocates \$90 million for adding managed lanes on U.S. 36 from Pecos Boulevard to the Interlock-

► See **BCBRdaily**, 19A

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# IBM lends tech expertise to SmartGridCity

BY DOUG STORUM  
dstorum@bcbcr.com

BOULDER — IBM has awarded a grant worth \$400,000 of technical expertise to the city of Boulder to advance efforts on SmartGridCity.

Armonk, New York-based IBM (NYSE: IBM), with operations in Boulder, selected Boulder and 23 other cities worldwide to receive grants this year through its competitive IBM Smarter Cities Challenge.

In its application, Boulder identified three potential projects to work with

an IBM expert team. The projects focused on developing new technology applications to support community action in community engagement, sustainability indicators and smart grid-enabled energy management.

The project selected by IBM focuses on the smart grid. Boulder is the home of the nation's first fully integrated smart grid. The city of Boulder will explore the project scope and details with IBM over the next few weeks, as well as with Xcel Energy, which owns and operates the project, known as SmartGridCity.

IBM will help the city explore the potential for consumer-facing devices to help residents and businesses become more savvy energy managers, and increasing the potential for distributed renewable energy generation in the city.

"Over 46,000 homes and businesses have been enabled with communications technology that supports a smart grid platform," said city manager Jane Brautigam. "Energy-management tools in the hands of our residents could be an integral part of optimizing smart grid technology for Boulder and other

cities throughout the nation."

"We selected the city of Boulder because of its commitment to the use of data to make better decisions, and for its desire to explore and act on smarter solutions to their most pressing concerns," said Pete Lorenzen, IBM Boulder's senior location executive. "The cities we picked are eager to implement programs that tangibly improve the quality of life in their areas, and to create roadmaps for other cities to follow. The stakes have never been greater, but we're excited at the

► See **Expertise, 19A**

## Sweet spreads



MICHAEL MYERS

Shirley Brice is often found in area supermarkets offering samples of her new product, Ave Agave!, a fruit spread low in calories and carbohydrates that has a low glycemic index. She's seen here at Lucky's Market in Boulder. Brice founded Brice Foods Inc. in Louisville in August and made her first batch of fruit spreads in January.

## Brice uses agave nectar in new line of fruit jams

BY ELIZABETH GOLD  
news@bcbcr.com

LOUISVILLE — When Shirley Brice started looking for a new business venture, she used her background as a journalist to come up with an angle no one else had.

"Last summer I was shopping in Whole Foods and saw rows and rows of products that were made with agave, so I started wondering what other products could use it," she said.

Today she's marketing fruit spreads that contain 30 percent to 50 percent fewer calories and carbohydrates than similar products — all thanks to agave as a sweetener.

Ave Agave! fruit spreads, distributed by Louisville-based Brice Foods Inc., come in three flavors — strawberry, blueberry-pomegranate and grape, with raspberry soon to come. The company launched in August 2010 and produced its first batch on Jan. 28.

Ave Agave!'s nine-ounce jars are available in Lucky's Market in Boulder, Cook's Fresh Market in Denver, and four Tony's Markets in Colorado. The Alfalfa's store in Boulder will carry the spreads, and Brice is negotiating with two grocery chains.

Ave Agave!'s selling points include being low in calories and carbohydrates as well registering low on the glycemic index. A low number on

### AVE AGAVE!'S

**selling points include being low in calories and carbohydrates as well registering low on the glycemic index.**

the index means the fruit spreads are absorbed more slowly by the body, thus preventing spikes in blood sugar, making them more appealing to people with diabetes.

► See **Spreads, 8A**

## Tea-beer mix yields drink called TNT

"Why ruin a good cup of tea with beer?" some ask.

"Why ruin a good, cold pint with tea?" others query.

At the Left Hand Brewing Co. in Longmont, they aren't asking such questions. Head brewer **Ro Guenzel** is mixing his strong wheat beer Weizen Doppelbock with the smoky notes of the Laspang Souchong black tea made by the Tea Spot Inc. in Boulder to create a new brew named TNT.

Jared Kochik, the Tea Spot's direc-

### THE EYE



tor of operations and a former employee of Left Hand Brewing, kindled the partnership for the blend.

"As a longtime beer geek and general tea enthusiast, it's exciting to see these two worlds collide," Kochik said. To taste the new brew, visit Left Hand Brewing, 1265 Boston Ave. in Longmont.

Boulder-based knit-apparel maker Neve Designs will provide sweaters and belt buckles to the U.S. Ski Team through 2019.

"Neve has amazing products that are both functional and attractive to our athletes," said **Andrew Judelson**, the team's chief revenue and marketing officer.

► See **Eye, 7A**



COURTESY NEVE DESIGNS

In addition to sweaters, Neve Designs will supply and market U.S. Olympic team buckles.





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COURTESY IAN CARTER/SILICON FLATIRONS

Suzanne Pletcher, a member of the Green Truck team, makes a business-plan pitch to a panel of judges during the University of Colorado's New Venture Challenge.

# Better soil sellers win CU's venture contest

## Green Truck tops field of 30-plus teams

BY MICHAEL DAVIDSON  
 mdavidson@bcbr.com

BOULDER — Rarely does a school assignment pay off so well.

More than 30 teams of University of Colorado students competed recently for a share of more than \$30,000 in prize money as part of the school's New Venture Challenge.

The competition, in its third year, gave teams the chance to craft business plans and make their pitch to teams of experienced local entrepreneurs and executives.

The competition culminated March 10 in a championship round. The challenge was sponsored by Zayo Group and First Western Trust Bank and organized by CU programs such as Silicon Flatirons Center for Law, Technology and Entrepreneurship and the Deming Center for Entrepreneurship.

Three teams made their pitch to a panel of four judges and an audience of more than 50 people.

The champion was Green Truck, a five-person team that wants to sell better soil to passionate gardeners and medical-marijuana growers.

Green Truck pitched a plan to cre-

ate premium organic soil that would be sold to gardeners frustrated with trying to grow plants in Colorado's poor soil. The soil would be produced locally, use organic material such as earthworm castings, and it would be marketed against planting soil produced in California, Canada and Europe.

Soil that is imported to Colorado is sterilized, depriving it of nutrients and macrobiotics.

"You can't use sterilized soil to grow good healthy plants," said Suzanne Pletcher, a member of the Green Truck team.

Pletcher noted that gardening is the number one hobby in America. The target market is avid gardeners determined to use organic materials and sustainable processes.

Another potential target is medical-marijuana growers, a local industry growing so fast one Green Truck presenter referred to it as a "gold rush."

Green Truck's proposal withstood the scrutiny of the judges, who focused on the plausibility of the team's business plan and whether it could withstand competition.

"You're selling dirt. How do you

➤ See **Venture, 5A**

## BOULDER COUNTY BUSINESS REPORT

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VENTURE from 4A

protect that?” asked judge Tim Connor, a partner of Sequel Venture Partners and chief financial officer and vice president of business strategy of Boulder Wind Power Inc. “Who’s going to come after you, and how are you going to defend that?”

Green Truck responded that they hoped to build customer loyalty and brand recognition through outreach at farmers markets and direct sales to clients. The team was confident the product would stand on its merits and be a favorite of gardeners looking for locally produced product.

Green Truck bested two other proposals to earn the team \$7,000 in seed money for its victory.

Its team consisted of Pletcher, who founded and published the Boulder County Business Report before selling the company in 1986, and CU MBA and law students Taj Capozzola, Mark Lewis, Josh Prackun and Jonathan Miller.

CleanPlate took second place and received a \$3,000 prize. The project, which was a solo effort by CU student Ian Gilliland, seeks to minimize the waste created when restaurants and grocery stores give patrons disposable containers for take-out or leftovers. CleanPlate would collect and distribute reusable containers that could be returned to grocery stores and redistributed to restaurants and stores.

CleanPlate’s proposal to cut down

### New Venture Challenge past winners

**2010**  
**StrEAT Chefs** : A food truck serving gourmet fare inspired by street food found across the globe. Tastes ranged from Thai to Mexican, which were served out of reconfigured Airstream trailer. Boulder chef Hosea Rosenberg, winner of the fifth season of Top Chef, and business partner Laura Rice founded StrEAT Chefs. StrEAT Chefs went on hiatus over the winter and its reopening date is to be determined, Rice said.

**2009**  
**Knova Learning**: Team created plan to operate a nonprofit to run charter schools in low-income areas. The company seeks to deliver higher quality education at 80 percent of the cost of traditional public education. The unique curriculum features eight core elements including more class time and multimodal learning.

on landfill waste and spare restaurants and grocers the expense of continually buying disposable takeout containers was greeted positively, but judge Nancy Pierce, president and general manager of KELD LLC, an investment management and strategic advisement company, doubted asking people and businesses to stockpile the used containers until they could be returned was practical.

L’Esperance Fruit Drying earned \$2,000 for finishing third. The result of a project by engineering students with experience in the Engineering Without Borders program, the company would work with the L’Esperance Orphanage in Mugonero, Rwanda, to harvest and package organic pineapples, mangos and papayas. The fruit would be dried onsite and shipped to Europe, where it would be sold as healthy snacks to socially conscious consumers.

The pitch competition is the culmination of a six-month program that seeks to match CU students and faculty with mentors in the local entrepreneur community, said Brad Bernthal, an associate clinical professor at the CU law school and director of the entrepreneurship initiative at Silicon Flatirons Center. Students also can attend a series of workshops and crash courses on various aspects of business planning and law.

In addition to the 33 competing teams, about 300 students participated in the workshop or mentoring program, a 50 percent increase from last year, Bernthal said.

The program is something participants and organizers liken to a student version of TechStars, and two teams that went through the program have “graduated” to the startup accelerator.

ScriptPad Inc., which makes an app that turns iPhones and iPads into prescription pads for doctors that can electronically transmit data to pharmacies, is one of them.

“A lot of the things we had learned through the New Venture Challenge was very, very applicable to TechStars,” ScriptPad founder and CEO Shane Taylor said.

Mastering the challenge of putting together a compelling business plan and then selling it to investors while withstanding their scrutiny is one of the most important skills the program develops, Taylor said.

“That is something you really can’t get by reading a book. It has to be done through very strong mentorship,” Taylor said.

While the program has spun off some companies that have lasted, creating companies is not its primary purpose.

“The goal really is to inspire,” Bernthal said. “We set the entrepreneurial hook. When (graduates) see the market opportunity, they’ll say ‘not only do I have the idea, I can get it done.’”

A focus on entrepreneurship was something CU lacked until recently, said Nathan Seidle, an alum and the founder and CEO of SparkFun Electronics Inc., a Boulder company that employs more than 90 people. The company is an online retailer of electronic components.



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JONATHAN CASTNER

Kimberlee McKee, the new executive director of the Longmont Downtown Development Authority, will work with the authority's board of directors to develop one-year and five-year plans to help revitalize downtown Longmont.

# New LDDA director developing plans for downtown Longmont

BY MICHELLE LeJEUNE

news@bcbr.com

LONGMONT — There are holes to fill, and Longmont's downtown needs to be more "development ready," but Kimberlee McKee, the new executive director of the Longmont Downtown Development Authority, believes there is "much to build on with a good mix of tenants."

When she looks at Main Street she sees a "charming streetscape with an historic feel."

With little more than a month on the job, McKee already is focusing on marketing and promotions, while working on other short-term as well as long-term strategies.

The authority is charged with helping develop a commercial district dominated by retail shops that covers 242 acres. It consists of 420 parcels, 17 of which are vacant land.

The district's boundaries are First Street to the south, Long Peak Avenue to the north, Pratt Street to the west and Martin Street to the east. Main Street (U.S. Highway 287) bisects the district. The authority's website lists 34 properties available for sale or lease.

In the last five years, the vacancy rate within the LDDA's boundaries peaked at 10 percent in 2007, dropped to 6 percent in 2008 and, in the current quarter, is at 9 percent, according to CoStar Group, a commercial real estate information company to which the city of Longmont subscribes. CoStar maintains a database of independently researched commercial real estate including properties that are for sale and for lease.

McKee's top goal will be "rallying the economic partners in our town around a shared and common vision for Longmont," said Bobby King, the city of Longmont's human resources direc-

tor, who led the hiring process. Filling empty storefronts on Main Street are a piece of that goal, he said.

McKee, 38, has been on the \$100,000 a year job since Feb. 7. Prior to moving to Longmont, she lived in Akron, Ohio and was president of the Downtown Akron Partnership from 2005 to 2011 where she ran a business improvement district.

Coming from a city with a population is 217,000 to Longmont's 86,303, is quite a change, she said. While downtown Akron was a central business district with a ball park and an art museum, in Longmont, storefront retail dominates.

“We’re looking at large catalyst projects. We want developers to feel as soon as they come that they could do business here.”

**Kimberlee McKee**

EXECUTIVE DIRECTOR,  
LONGMONT DOWNTOWN  
DEVELOPMENT AUTHORITY

In the short term, McKee and the authority's board of directors will take a retreat in April to develop a one-year action plan.

"We're looking at large catalyst projects. We want developers to feel as soon as they come that they could do business here." In the long term, a strategic, five-year plan to "get more feet on the street," is the goal, she said.

In the six-month gap between when former director Mary Murphy-Bessler

➤ See **Director, 7A**



# BEC report contains economic stats for Boulder

BY BETH POTTER  
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BOULDER — Some little-known economic facts are out in a report published by the Boulder Economic Council every quarter.

When it comes to salaries, workers in Boulder make an average of \$54,924 annually. Those in the information industry earn the highest average salary at \$92,780, while workers in accommodation and food services industry jobs earn the lowest average at \$17,405.

Of the city's almost 100,000 workers, more than three times the national average are in the information industry

and more than twice the national average work in some sort of professional, scientific or technical services field.

More than 20 percent of the people who work in Boulder are employed by the University of Colorado, at federal labs such as the National Center for Atmospheric Research, or at other governmental entities. Another 15 percent do some sort of manufacturing job.

Companies in Boulder received \$84 million in venture capital investment in 2010, or close to 20 percent of the state total. In 2009, that amount was \$243 million in funding, or almost 55 percent of the state total.

Other statistics mentioned in the

report:

- Boulder's retail sales represent about 44 percent of all Boulder County sales.

- The city has roughly 6.6 million square feet of office space, 6.2 million square feet of industrial/warehouse space, 4.5 million square feet of research and development or so-called "flex" space and 4.5 million square feet of retail rentable space.

- The median sales price for a single-family home sold in Boulder in 2010 was \$535,000, close to a 2 percent increase compared with the \$525,000 average price in 2009.

- A total of 623 single-family

homes sold in 2010, up more than 10 percent from the 564 sold in 2009.

- Hotel occupancy in Boulder was up by almost 3 percent in 2010 at 65.1 percent compared with 62.4 percent in 2009. Average daily rates were up, too: \$116.13 compared with \$112.42 in 2009.

- Accommodations taxes for the city increased 6.3 percent and sales-tax receipts were higher in most areas frequented by tourists.

The Boulder Economic Council, an affiliate of the Boulder Chamber, is a group of business and community leaders committed to Boulder and its economic well-being.

## DIRECTOR from 6A

stepped down and McKee was hired, the LDDA's board has been working on a plan for an arts and entertainment district which unites the city's cultural organizations and promotes art downtown. That plan should go before Longmont's City Council in April.

Already in advanced planning stages is the \$3 million alley-improvement project funded by the city of Longmont and the LDDA. Work is expected to begin in August on making the alleyways on the east and west sides of Main Street between Third and Sixth avenues more pedestrian and bike friendly.

McKee is hesitant to talk about the LDDA's past challenges. The LDDA's last catalyst project, the 380 Main Street renovation, fizzled out when Denver-based developer Barry Hamilton put the building up for sale in January.

In 2009, the LDDA had offered a façade grant to help with the project and had hoped its mixture of retail, restaurant, office space and even residential use would attract other businesses.


The authority's board members are William Sawyers, Joseph Perratto, Robert Goff, Larry Stauss, Sharon Smith-Eisler, Burbidge Austin, Alex Sammoury, city councilman, and Jim Golden, city finance director.

## EYE from 3A

"The association with the U.S. Ski Team is our own call to excellence," said Tom Irvine, Neve's president and chief executive. "It pushes everyone involved to work harder and maintain uncompromising standards. This isn't a mere marketing decision — it's a long-term strategic business direction for Neve."

The partnership calls on Neve to be both a supplier to the team and a licensee, taking logoed sweaters to market both in the USA and worldwide.

The partnership covers all U.S. Ski Team sports including alpine, freestyle and nordic with top Team athletes being provided with Neve sweaters. Neve will be the exclusive provider of sweaters and knit woolen products including sweaters, sweater vests, scarves and cardigans, along with the U.S. Team belt buckles.



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# Is debit card overdraft fee cap good idea?

**Y**ou may have heard stories about bank customers who ended up paying \$35 overdraft charges on their debit cards for a \$4 latte at Starbucks.

But on the other side of the coin — banks across Boulder County now are scrambling to come up with ways to make up lost revenue once the new Dodd-Frank Wall Street Reform and Consumer Protection Act goes into effect in July. Congress approved Dodd-Frank last summer.

Across the state, banks collectively will lose about \$200 million or so in revenue per year from having their fees capped under the new banking regulation, according to Tim Powers, a spokesman for the Colorado Bankers Association in Denver. The Durbin Amendment of the new law caps debt-transaction fees to 12 cents. Right now, the average transaction fee is about 44 cents, and it's paid by merchants to transaction companies such as First Data Corp. in Georgia, and others as well as to banks.

Costs get passed on to consumers in the form of higher prices. Banks with more than \$10 billion in assets are affected by the new law.

In general, FirstBank of Colorado LLC and others estimate that they'll see 10 percent to 15 percent less net profit annually as a result of the new

rule, said Bruce Robbins, president of FirstBank of Longmont. About 65 percent of FirstBank's customers "opted-in" to be charged overdraft fees last summer as the first piece of the law went into effect, Robbins said.

Customers who pay overdraft fees pay about \$6 to \$10 per month, on average, he said.

It's often the lower-income customer with just \$200 to \$300 per month in a bank account that ends up racking up fees, Robbins said.

"The consumer had to decide if that service is worth the price, or do they want to find themselves at a gas station at 2 in the morning, and their cards are refused," Robbins said to illustrate the point. "That's a personal decision of each consumer."

But charging those overdraft fees on debit card accounts that don't have money in them has been lucrative enough that Lakewood-based FirstBank of Colorado recently said it would close six metro area branches to prepare for the potential loss in revenue after the Durbin Amendment goes into effect. It also consolidated

all of its individual bank charters into one, including FirstBank of Longmont and FirstBank of Boulder to deal with expected higher administrative costs as a result of Dodd-Frank.

"If the government fixes the price for what you charge for goods and



**BANK NOTES**

Beth Potter

## AREA BANKERS HAVE

discussed ending free

checking accounts,

charging customers more

money for debit or credit

cards, or charging

merchants more for the

debit transactions.

services, there are some locations that you cannot run at an adequate profit," Robbins said. "It doesn't make sense to keep them open."

A Wells Fargo spokeswoman said there's no way to tell yet how the bank will deal with the Durbin Amendment.

"It's really too early to speculate about how this might impact Wells Fargo directly," said Cristie Drumm, a

Wells Fargo spokeswoman in Denver. Wells Fargo has 14 local branches in Boulder and Broomfield counties.

But across Colorado, banks are discussing ways to make up the potential lost revenue, said Larry Martin, owner of Banking Strategies LLC, an analysis firm.

Area bankers have discussed ending free checking accounts, charging customers more money for debit or credit cards, or charging merchants more for the debit transactions, among other things, Martin said.

"There's no industry standard at this time, but everyone is looking at it," Martin said. "Whomever comes out of the chute first with a strategy, I imagine the rest of the industry will follow."

Powers warns that the legislation may have unintended consequences for rural areas where more bank branches could be closed. The Colorado Bankers group also is lobbying Congress to get the law changed before it goes into effect, he said.

"It would be like requiring us to sell a cheeseburger, but only charge for the bun," Powers said. "The government is requiring, basically, that banks lose money on this. It's a very unfair process that the government is putting us in the middle of, and it's not going to come out well for consumers."

## SPREADS from 3A

"We say 'check with your doctor first if you have diabetes,'" Brice said, while referring to a statement by the American Diabetes Association: "The FDA has stated that agave nectar is safe for use for people with diabetes and the American Diabetes Association accepts the FDA's conclusion that these sweeteners are safe."

Another aspect that sets Ave Agave! apart from competitors is where it's sold.

"There are others around online, but they're not in stores and not on a national basis," which is where she intends to go.

Brice plans to build the company locally first while maintaining the role of Brice Foods as a wholesaler and developing online sales through another yet-known source.

She puts a lot of stock into her company's local presence. Ave Agave! fruit spreads are made in Denver by Kitchen Networks, a commissary and commercial kitchen. The organic agave ingredient, which is a sweetener similar to honey or maple syrup, comes from Madhava Honey Co. in Lyons, and the labels are made in Centennial.

And to keep some of the proceeds in the community, Brice Foods donates 2 cents for every jar sold to the Boulder Valley School District's School Food Project. The initiative focuses on making the district's breakfasts and lunches healthier, fresher and less processed.

Brice personally invested \$12,000

to get her company as far as it is today. Her first batch yielded 1,200 jars, and she aims to up that amount to 10,000 or 15,000 with batch number two.

She said the increased production should help the bottom line.

"Now I'm just recouping cost and making less than one dollar a jar," she said. "Lucky's sells them for \$5.49 each."

The majority of Brice's marketing time is spent setting up and running samplings in grocery stores. She sees that task as one that will require hiring help in the near future.

Selling larger quantities will be her next goal.

"In order for this to work we'll have to start selling pallets, and I know I'll be hiring for help with that as well," she said.

Brice bases sales projections on current retailers and the grocery chains she's working to sell to. Locally and within Colorado, she projects \$259,459 annual gross and \$1,297,295 annual gross from regional sales (within four states).

In addition to her background as a television reporter and broadcast talent coach, Brice comes from what she refers to as "a food family." Her father had a popcorn business, and her grandfather had a noodle company.

"I feel like this is the right thing for me to be doing right now although I know there will be challenges ahead," Brice said. "To make something out of air has been a blast."

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## HEALTH AND WELLNESS

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10A | Cardiology Clinics

## Even fit folks can't shake genetics

*Chances of surviving heart attack better for those who are in shape*

BY BETH POTTER

bpotter@bcbcr.com

BOULDER — When she was 48 years old, Jan Snooks had a heart attack while she was out cross-country skiing.

In a medical check-up just a few months earlier, Snooks was told she had low cholesterol and low triglycerides, two potential heart attack and stroke indicators.

On the ski trip, Snooks didn't tell anybody else about the attack, shaking off the feelings of nausea and headache, and blaming them on being hung over at altitude after drinking alcohol the night before.

When symptoms continued for two weeks, Snooks said her husband, Howard, told her to go to the doctor. When Snooks got to the doctor's office, within 20 minutes she was in the hospital getting an angiogram, a procedure where a stent is put in an artery near the heart to widen it.

"I was totally in denial. For me, it was genetic. There wasn't anything in my lifestyle that I should have been doing differently," Snooks said. "My doctor didn't know. There would be no indication that I would have any propensity for heart disease."

Snooks family history was an indicator, however. Her maternal grandfather dropped dead of heart attack at 48, and a male cousin had one at 42. Because they were both males, it had always been dismissed as inconsequential for females in the family, however, Snooks said.

Now, at 59, she knows better.



MICHAEL MYERS

Dr. Matthew Holland, an interventional cardiologist at Boulder Medical Center PC, stands in a cardiac catheterization laboratory at Boulder Community Hospital. Holland said folks who are fit are more likely to survive a heart attack, but genetics still plays a huge factor in having one despite being active. In the background are images of the coronary artery fluoroscopy process used to spot blocked arteries.

Snooks takes a cholesterol drug and a blood pressure drug, along with vitamins and fish oil. She calls herself "extremely active," with regular skiing, hiking, biking and swimming.

**Surprisingly common**

Snooks' story is more common than you might think in the Boulder Valley.

Even though the region is known nationally as one of the fittest in the country, heart disease is still the biggest killer of residents here, statistics show.

Boulder Community Hospital sees a higher volume of cases than any other hospital in the county and is the third-ranked hospital in the state for doing

coronary intervention procedures, according to Darryl Brown, director of the Cardiac, Respiratory, Neurodiagnostic department at the hospital.

Brown points out that the hospital statistics and the overall population statistics for heart disease don't necessarily match, however, since people who have a heart attack or other heart issue might go to a doctor's office or to a hospital outside of the county.

Statistics from the national Centers for Disease Control and Prevention show Boulder County as being at the Colorado median in terms of having heart event hospitalization rates. Boulder County's rate was 52.5 to 56 events

per 1,000 people older than 65 from 2000 to 2006, the most recent period for which statistics are available.

Across the state, the number of cardiac events at hospitals ranges from 44 per 1,000 people to close to 70. Other Front Range counties have similar numbers to Boulder County's; many mountain counties are lower on the heart hospitalization scale.

As it happens, folks who are fit are more likely to survive a heart attack, but genetics still plays a huge factor, said Dr. Matthew Holland, an interventional cardiologist at Boulder Medical Center PC.

► See **Fit, 10A**



JONATHAN CASTNER

Matt Hoskins, left, owner of the new Cheetahfit Personal Training Performance Center in Boulder, works with University of Colorado student Alexandra Moore.

## Hoskins changing image of a gym with his Cheetahfit workout center

BY JEFF THOMAS

news@bcbcr.com

BOULDER — With an eye at giving personal trainers what they really need to do their jobs, Matt Hoskins may have single handedly redefined the notion of the local gym. And his Cheetahfit Personal Training Performance Center may prove advantageous for Boulder County's top-level athletes and weekend warriors alike.

"It really evolved from a lot of bad situations as a trainer," Hoskins said. "At health clubs, you are basically

considered an extension of the sales department. But I'm not one to sit and bitch, so I began asking myself how I could fix that. How to remedy that situation so that practitioners are fully supported? I've been putting it together for five years piece by piece."

Everything at Cheetahfit is designed to allow personal trainers to do their jobs, and while there's a wealth of fitness and wellness classes and specialized training camps for walk-ins, there's little doubt that this is a gym that believes in and supports personal trainers.

► See **Gym, 11A**





# CARDIOLOGY CLINICS

(Clinics in Boulder and Broomfield counties ranked by number of doctors.)

RANK	PREV. RANK	Company	No. of doctors No. full-time employees	Products/Services	Person in Charge Year Founded Website
1	1	<b>ROCKY MOUNTAIN CARDIOLOGY</b> 2505 Fourth St. Boulder, CO 80304 303-442-2395/303-442-1073	11 63	Cardiology, nuclear medicine, electrophysiology, echocardiography.	Lois Moss Administrator 1982 www.rmcardiology.com
2	2	<b>ROCKY MOUNTAIN CARDIOLOGY</b> 1000 W. South Boulder Road, Suite 216 Lafayette, CO 80026 303-604-4646/303-604-4644	3 7	Cardiology, nuclear medicine, electrophysiology and critical-care medicine.	Lois Moss Administrator 1991 www.rmcardiology.com
3	3	<b>LONGMONT CLINIC CARDIOLOGY</b> 1925 W. Mountain View Ave. Longmont, CO 80501 720-494-3117/N/A	2 6	Cardiology services.	John Stathis Cardiologist N/A www.longmontclinic.com
4	3	<b>ROCKY MOUNTAIN CARDIOLOGY</b> 2030 Mountain View Ave., Suite 200 Longmont, CO 80501 303-702-5958/303-702-5960	2 6	Cardiology, nuclear medicine, electrophysiology and critical-care medicine.	Lois Moss Administrator 1991 www.rmcardiology.com
5	5	<b>COLORADO CARDIOVASCULAR CENTER</b> 3000 Center Green Drive, Suite 120 Boulder, CO 80301 303-544-1200/303-544-0086	1 9	Cardiovascular/interventional cardiology.	Kim Riemer Clinic Manager 2000 www.coloradocardio.com
6	5	<b>BOULDER MEDICAL CENTER PC</b> 2750 Broadway Boulder, CO 80304 303-440-3057/N/A	1 8	Electrocardiography, echocardiography, exercise tolerance testing and other diagnostic procedures; coronary stents.	Hilary Clark Cardiologist 1949 www.bouldermedicalcenter.com
NR	NR	<b>CARDIAC REHABILITATION AT LONGMONT UNITED HOSPITAL</b> ⓘ 1950 Mountain View Ave. Longmont, CO 80501 303-485-4101/303-485-4164	N/A N/A	Cardiac rehabilitative services and educational classes.	Lynn Miller Supervisor 1977 www.luhcares.org

N/A: not available. If your clinic should be on this list, please request a survey by contacting our research department at 303-440-4950 or research@bcbr.com.  
ⓘ Cardiac rehab service with no physicians and one registered nurse. Works with referrals from Longmont Clinic and Rocky Mountain Cardiology.

SOURCE: BUSINESS REPORT SURVEY  
RESEARCHED BY Beth Edwards

## FIT from 9A

### Mortality rate is lower

So Boulder Community Hospital’s “risk adjusted mortality” rate, or the rate of people who live after having a heart attack, is more than 89 percent following stenting and angioplasty procedures, according to the American College of Cardiology-National Cath Data Registry provided by Brown. That’s one of the highest survival rates in the country, according to the national group.

“Certainly, a healthy lifestyle of exercise and proper diet, proper body weight, and not smoking are very important in helping delay the onset of disease or to make it more mild,” Holland said.

Folks leading a healthy lifestyle usually see heart disease symptoms later in life, but they should still get checked, Holland said.

“It’s a myth that everyone in Boulder lives the Boulder lifestyle,” Holland said. “Plus, we have a lot of older suc-

cessful people here. We (also) do have athletes who have heart disease.”

### Exercise is good

Holland emphasize that it’s always better for potential heart patients to exercise than not to exercise.

“Simple data shows that if you get off the couch and get some exercise, there’s benefit,” Holland said.

Cardiologist Dr. Jerry Miklin at Rocky Mountain Cardiovascular Associates in Lafayette and Wheat Ridge,

suggests potential heart patients can get calcium tests in addition to the more traditional cholesterol tests to check for coronary plaque, which would be considered a high-risk group for a heart attack. Annual health-fair tests also can be good, Miklin said. A calcium test costs about \$200; health-fair tests usually cost \$30 to \$40, he said.

“We have a healthier population here, and they’re more health conscious, but the flip side is also true,” Miklin said.



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**GYM** from 9A

"We've got 28,000 pounds of equipment in here ... and 5,500 square feet of floor space" said Hoskins about the facility at 5603 Arapahoe Ave. Suite 5 in Boulder. But it goes well beyond that — the gym gives trainers office and filing space, wireless printing, a world-class presentation room, and rooms for meditation or just relaxing.

"Basically, I'm giving them all those pieces that I never got," he said. "I don't know anyone who is doing that for personal trainers."

Already staffed with three Olympic strength coaches and two exercise physiologists after a few months of operation, Hoskins appears to be well on the way to his idea of having the trainer for everyone who walks in his door after three months of operation. A lot of that may have to do with a fairly innovative business model between his gym and the trainers on staff.

"I don't want to have my fingers in everybody's pie. The trainers aren't subcontractors," he said. "I'm basically a fitness manager, getting people to the right trainer. They license the use of the facility, and I think that's a really unique business arrangement."

And it's a pretty unique facility, as well, said Hoskins, who had access to the Olympic training facility in Colorado at age 14. The basic notion here is strength through natural movements, and almost every piece of equipment here looks quite a bit different than

you will find at most gyms.

If you really wanted to, and the staff believes you are capable, there's a Strong Man harness here that could help you pull a car — sled pushing appears a fundamental strength exercise here. The Real Ryder spin bikes are probably like nothing you've ever seen, in fact there's only one other facility in the Front Range that's carrying the line, Hoskins said.

There's a Jacob's Ladder that seems to emulate climbing on a 45-degree pitch, rope pulling and climbing machines, and exercise and weight racks that seem to do it all, including catching a barbell before it hits the floor. Even the treadmill machines are different, featuring impact absorption designed to eliminate shock to joints and connective tissues.

Behind it all, Hoskins said, is the natural movement philosophy that Hoskins said can more fully and fluidly engage muscle groups — many focusing on full-body engagement and balance — than traditional strength or aerobic training.

"These are not just random pieces of equipment, we want to be able to push someone immediately that anaerobic level and then increase that level over time," he said.

The equipment appears to have come at a pretty significant cost. Hoskins worked for five years to piece together better than a \$300,000 investment, with pretty much equal

“These are not just random pieces of equipment, we want to be able to push someone immediately that anaerobic level and then increase that level over time.”

**Matt Hoskins**

OWNER,

CHEETAHFIT PERSONAL TRAINING PERFORMANCE CENTER

parts coming from angel investors, his own money and equipment financing.

He's already looking for a second round of financing, as his gym was constructed to be a perfect location for filming videos and he aims to add video and sound capabilities, as well.

This fits in nicely to the idea of bringing in the best possible trainers to the gym, many of whom will be selling their own exercise regimes.

Another nice addition is the conference room with a marine theme that initially was built by Freshwater Software. It has built-in fish tanks, and was used by Hewlett-Packard as a showcase presentation center after its acquisition of Freshwater.

Hoskins himself has trained NFL and college football players and world-class track stars, but perhaps his star pupil was Olympic mogul freestyle skier Toby Dawson, who went on to be considered by Outside Magazine as one of its best-conditioned athletes on the planet.

A three-time state champion high jumper in Colorado — he stills hold the record at Colorado State University — a decathlete and a college basketball player, Hoskins had been involved in top-notch training facilities since the age of 12.

However it was a pinched sciatic nerve during his decathlete career that pushed him to get more fully involved in his own training.

"I really had to rethink how I was training," he said. "In a way, that injury led me to what I do today."

And while Cheetahfit expects to reach many of the area's top athletes and high school competitors, the training concepts endorsed here apply to a wide variety of athletes, including basic rehabilitation. Both older adults and kids have made use of the facility, and patrons have access to group personal training, buddy workouts, training classes at Red Rocks and around Boulder, as well as boot camp classes at the adjacent outdoor park.

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## ON THE JOB



Chrisbacher



Enichen



Gunlikson



Hammond



Moffett



Mohr



O'Hara



Rothman



Valdez

### AEROSPACE

Ball Aerospace & Technologies Corp. in Boulder named **Scott Chrisbacher** vice president of business process management and information technology. Chrisbacher is responsible for leveraging Lean and Six Sigma and delivering information technology solutions and services. Since joining Ball Aerospace as director of information technology in 2007, Chrisbacher has led initiatives to improve program execution, business intelligence and company collaboration. He also will develop business process transformation strategies and implement the associated systems and tools.

### BANKING, FINANCE

**Tara Mohr**, a financial adviser at Impact Wealth Advi-

sors Ltd. in Boulder, received certification as a divorce financial analyst. Mohr works with divorce attorneys and certified public accountants to determine the impact of the divorce and possible settlement on a client's financial future.

### EDUCATION

**Rebecca Chavez**, coordinator of student recruitment and outreach at Front Range Community College's Boulder County Campus in Longmont, has been appointed the Colorado Community College System representative to the steering committee of the Colorado Coalition for the Educational Advancement of Latinos.

### HIGH TECH

Imulus LLC in Boulder hired **Casey O'Hara** and **Bryce**

**Hammond**. O'Hara is an interface developer with knowledge JavaScript, AJAX, PHP and Ruby on Rails. Hammond is a senior programmer. His background consists of Objective-C, JSP, AJAX, and a variety of other technologies. Bryce has also received the prestigious Apple Design Award for his Financial Times iPad application.

Boulder-based Amadeus Consulting promoted **Monica Valdez** from search visibility and conversion optimization manager to marketing director, and **Melanie Moffett** from marketing coordinator to marketing manager. Both positions were newly created as the company expands as a solutions provider. Valdez oversees Amadeus Consulting's overall

marketing strategy and manages the execution of the company's search visibility and conversion optimization service line. Moffett directs Amadeus Consulting's brand marketing, public relations and internal marketing strategy development activities.

Denver-based ViaWest Inc.'s co-founder and chief operating officer **Nancy Phillips** has been appointed chairwoman of the Colorado Software and Internet Association for 2011. Phillips has more than 20 years of management experience in leading technology service companies. She has served as a member of CSIA's board for seven years, and last year she was honored with Apex's Bob Newman Lifetime Achievement Award.

Aegis Analytical Corp. in Lafayette, a provider of manufacturing and process intelligence software, promoted **Joe Rothman** to chief technology officer. Rothman joined Aegis in 2007 as vice president of professional services and has three decades of experience in the computer industry including product design and development, product management, sales and consulting.

### HOSPITALITY, RECREATION

Gindi Café and Espresso Bar in Boulder hired head baker and pastry chef **Chana**, who recently returned from studying at the Escoffier Culinary School in Paris, France. The café also hired **Jayson DeBellis** as head barista, formerly of Real World Coffee Roasters and Leaf Vegetarian Restaurant, as **Nebojsa Bulovic** as sous chef, formerly a chef at The Outlook Hotel in Boulder.

### LAW

Holland & Hart LLP named **Chris Gunlikson** administrative partner of the firm's office in Boulder. He succeeds partner, Beat Steiner, and will be responsible for general management of the office. In addition to his management responsibilities, Gunlikson will continue his current practice, which emphasizes commercial real estate, corporate and tax matters, and banking and finance.

Former county court judge **Care Enichen** has become a shareholder of Dietze and Davis PC in Boulder. Enichen's practice will focus on criminal and family law.

### NONPROFIT

Community Food Share added **Claudia Barkmeier** to its board of directors. Barkmeier is senior vice president and financial adviser with Morgan Stanley Smith Barney and Global Wealth Management Group in Boulder. Barkmeier is serving as president on the Colorado Therapeutic Riding Center's board of directors and on the finance committee of the Susan G. Komen Foundation.

### SPORTS AND OUTDOORS

Boulder-based Spyder Active Sports Inc., a manufacturer of sports apparel, promoted **Carl Boni** to the newly created job of senior director supply chain — production and inbound. The company's production offices in Thailand and China work directly through Boni. **Nathan Peterson** was promoted to director of supply chain — outbound services. Peterson will manage all aspects of the supply chain from factory level through delivery to the retailer. Boni's and Peterson's teams will support and service the operations team at Spyder's office in Switzerland.

### PRODUCT UPDATE

Lyons-based **North Star Packaging LLC** announced that all of its ECT 32 100 percent recycled corrugated boxes will be made from 100 percent post-consumer waste. North Star previously offered 100 percent recycled corrugated content that was made of a mix of post-consumer waste and scraps from the box-manufacturing process. The 100 percent post-consumer waste recycled paper must pass the same edge and crush testing, or ECT, as any other box on the market, including virgin and partially recycled fiber boxes.

Boulder-based **WhiteWave Foods Co.** has launched Silk Pure Coconut, a coconut milk that the company claims is free of dairy, lactose and cholesterol. The company said Pure Coconut is calcium-fortified, containing 50 percent more calcium than dairy milk, and is a good source of vitamin D and vitamin B12. It is available in original and vanilla flavors.

Superior-based network security company Latis Networks Inc., dba **StillSecure**, launched a new version of Safe Access, a product that provides control over access to a network. This release adds advanced guest and remote user-authentication functions, increased scalability and usability plus administration enhancements.

Boulder-based **FreeWave Technologies Inc.** is launching a waterproof submersible radio at a base price of \$1,495. The radio's design protects it against corrosive materials, making it useful for companies in the oil and gas industries and the water/wastewater industries, among others. It is battery powered, with an estimated battery life of four and a half years. FreeWave will have the new radio ready for shipping to customers in the second quarter.

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\* SOURCE: The Genesis Group, January 2011

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# ENERGY AND UTILITIES

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## 14A | Utility Companies



JONATHAN CASTNER

Marilyn Walker, left, is chief operating officer and Tarah West is chief software engineer for Boulder-based HOMER Energy LLC. The company, founded by Peter Lilienthal, commercialized software that analyzes the economics of microgrid power as well as engineering issues specific to the energy requirements of a community, island or outpost.

## HOMER Energy's software aids design of hybrid power systems

*NREL's technology facilitates economic, engineering analysis*

BY LYLA D. HAMILTON  
news@bcbcr.com

BOULDER — Peter Lilienthal believes microgrids, small decentralized power generation systems, meet a need shared by the U.S. Virgin Islands, isolated Alaskan villages and the military in Afghanistan.

All use diesel fuel to produce electricity, he said, and diesel prices have tripled in recent years.

Transportation and storage also pose problems.

"The islands need a ship (carrying diesel fuel) to show up every week or they shut down," explained Lilienthal, the founder and chief executive of HOMER Energy LLC in Boulder. "In Alaska, ships can get in only once a year, so they need huge storage tanks," he added. In Afghanistan, Taliban attacks on fuel convoys are so deadly, a Deloitte LLP study found, that "the development and use of alternative energy can be a direct cause for reductions in wartime casualties."

Microgrids integrate conventional and renewable energy sources.

Pike Research LLC, a Boulder-based clean-technology market research firm, forecasts that global

revenue from microgrid systems will reach \$2.3 billion by 2016. At \$833 million, the institutional/campus sector will be largest segment, followed by community/utility at \$732 million. The military segment delivers \$364 million while the remote off-grid market will account for about \$200 million. Commercial and industrial microgrids will be about \$108 million.

HOMER Energy recently commercialized software that analyzes



Lilienthal

the economics of microgrid power as well as engineering issues specific to the energy requirements of a community, island or outpost. The name of the software and the company, HOMER, is an acronym for "Hybrid Optimization Model for Electric Renewables."

To date, HOMER's revenue has come from consulting and training. It recently contracted with the city of San Diego to analyze microgrid power system configurations for an emergency command center.

HOMER will determine the most cost-effective combination of photovoltaic technology and battery storage to meet design goals and fit funding and site constraints. It will also analyze the proposed system's sensitivity to changes in such parameters as equipment costs, energy

### HOMER ENERGY LLC

2334 Broadway, Suite B  
Boulder, CO 80304  
720-565-4046  
www.homerenergy.com  
Privately held  
Peter Lilienthal, CEO; Marilyn Walker, chief operating officer; Ed Sanders, chief financial officer  
**Employees:** five full time and two part-time  
Primary business: decision support software and consulting for design of distributed and renewable energy power systems  
**Founded:** 2008

requirements and fuel prices.

Lilienthal was part of the team that created the HOMER application for internal use at the National Renewable Energy Laboratory in Golden. The goal then was to understand design trade-offs among various configurations of energy generation and storage systems. Later, when NREL made the software available to the public, developing countries used it to incorporate renewable energy into rural electrification plans.

In 2009, HOMER obtained exclusive license to distribute and enhance the software. By then, there were more than 40,000 users worldwide.

"A lot of people need to understand this concept. We need to educate the market," Lilienthal said. "The freemium pricing model is our best marketing."

Homer's revenue model combines

► See **Homer**, 15A

## EnergySmart program adds new initiatives for businesses

*Advisers will help file for rebates, tax breaks*

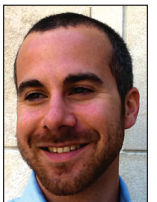
BY MICHAEL DAVIDSON  
mdavidson@bcbcr.com

BOULDER — A new public program is trying to make it easy and cheap to save money on energy-efficiency upgrades.

EnergySmart is a joint effort of Boulder County and the cities of Boulder and Longmont.

The program is funded by a \$12 million grant from the Department of Energy's BetterBuildings program. Xcel Energy Inc. is a corporate sponsor.

EnergySmart offers residential and commercial energy-efficiency programs, and in April it is starting a new set of initiatives designed to make it easier for businesses to become more efficient.



Epstein

The program will go after some of "the low-hanging fruit" that can be changed easily to make the Boulder Valley more energy efficient, said Jeremy Epstein, a commercial energy efficiency and sustainability specialist with Boulder County.



Vasatka

The programs will help business owners analyze their energy use and needs, optimize the performance of their equipment and upgrade systems when necessary.

The process begins with a free EnergySmart Assessment. An adviser from the program will visit a business, evaluate it and develop an action plan based on potential savings and available incentives programs.

The advisers also will provide free installation of efficient light bulbs, LED exit signs and water-saving devices.

But the advisers' involvement doesn't end with the evaluation. They also will assist with any paperwork necessary to help claim rebates and tax incentives and provide a list of contractors who could make the upgrades.

"Having the info an audit gives you is great, but it means nothing if you don't have the resources to follow through," Epstein said.

Details of the rebates EnergySmart will make available have yet to be announced. They will be similar to the \$120,000 rebate program Ener-

► See **EnergySmart**, 14A



business report

UTILITY COMPANIES

(Ranked by Revenue)

RANK	PREV. RANK	Company Address Phone/Fax	Revenue 2010 Revenue 2009	Percent of business: electric Percent of business: gas	Customer breakdown: commercial residential	Service area	Total local customers No. of commercial customers No. of residential customers	Public or private	Person in charge Web site
1	1	<b>XCEL ENERGY INC.</b> 1225 17th St. Denver, CO 80202 303-245-2254/303-245-2292	\$10,310,947,000 \$9,642,597,000	50% 50%	12% 88%	Portions of Boulder and Broomfield counties	284,237 - combined both natural gas and electric 31,566 252,671	Public	David Eves, President and CEO www.xcelenergy.com
2	2	<b>UNITED POWER INC.</b> 500 Cooperative Way Brighton, CO 80603 303-659-0551/303-659-2172	\$134,783,960 \$125,811,196	100% 0%	12% 86%	Northern Front Range - Brighton, Fort Lupton, Tri-Town, Keenesburg, Hudson, Mead, Erie and adjacent towns, as well as Coal Creek and Golden Gate Canyon	67,450 N/A N/A	Private, member-owned cooperative	Ronald D. Asche, CEO Robert D. Broderick, Chief Executive Officer www.unitedpower.com
3	3	<b>LONGMONT POWER &amp; COMMUNICATIONS</b> 1100 S. Sherman St. Longmont, CO 80504 303-651-8386/303-651-8796	\$50,400,000 \$50,437,000	100% 0%	7% 93%	47 square miles including Longmont, Hygiene, Lyons and Apple Valley	36,683 2,620 34,053	Nonprofit	Tom Roiniotis, Director www.ci.longmont.co.us/lpc
4	4	<b>TOWN OF LYONS</b> 432 Fifth Ave. Lyons, CO 80540 303-823-6622/303-823-8257	\$1,061,834 \$986,515	100% 0%	13% 87%	Lyons' corporate limits	1,272 160 1,112	Public	Victoria Simonsen, Town Administrator www.townoflyons.com

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

ENERGYSMART from 13A

gySmart offered to upgrade lighting systems, but the next round will not be limited to lights, Epstein said.

EnergySmart builds in part on a recent effort by the city of Boulder to upgrade the performance of commercial buildings in the city, said Elizabeth Vasatka, a business sustainability coordinator employed by the city of Boulder.

The city's small-building tune-up pilot program was launched in 2010 and performed tune-ups for 15 buildings.

Technicians found that heating and ventilation systems, lighting fixtures

and plumbing systems were being used inefficiently.

"A lot of systems aren't optimized or running to their most-efficient capacity," Vasatka said.

EnergySmart will address some of those issues by providing "tune-up" services. Technicians will try to improve the efficiency of heating and cooling systems, and restaurants, convenience and liquor stores and small grocery stores will be eligible for minor repairs and adjustments to their refrigeration systems.

Unlike typical service calls, when contractors attempt to fix a specif-

ic problem such as a certain office always being too hot, technicians from EnergySmart will take look at the overall system performance and try to optimize it, Vasatka said.

EnergySmart's goals are ambitious. "We hope to get an energy assessment done in 2,900 businesses in the county," Epstein said.

Advocates of green building are eager to help spread the word.

"One of the big challenges right now is how do we get business owners to take the initial step and look into this," Boulder Green Building Guild

executive director Julie Herman said. "If they don't act, they're going to miss a once-in-a-lifetime opportunity."

The ability of businesses to combine free services with rebates and incentives offered through EnergySmart and utilities can lead to major savings, Herman said.

The combination of incentives available "makes the ROI on any investment better than it's ever going to be," she said.

More information about EnergySmart is available on its website, [www.energysmartyes.com](http://www.energysmartyes.com).

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Longmont Power & Communications  
[www.ci.longmont.co.us/lpc](http://www.ci.longmont.co.us/lpc)  
303.651.8386

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## HOMER from 13A

this approach with software as a service. The paid version of the application is currently \$100 for six months.

"Homer is also a marketing channel for manufacturers seeking to reach designers of microgrid systems," Lilienthal added. "We're working with companies that would like to reach our user base. It's a scattered global market and 70 percent of it is outside the U.S."

The first commercial release of the software, issued mid-2010, allowed designers to model new storage technologies, including flywheels and zinc bromide flow batteries.

HOMER won a \$500,000 Small Business Innovation Research grant

to develop the next release of its software. The new Web-based version will feature customized modules for specific user populations.

"HOMER is a rich piece of software," said chief operating officer Marilyn Walker. "It combines already complex technologies of decision analysis, economics and engineering. Since it addresses so many different needs, it can be hard to work with."

Planned updates make the application more accessible, she said. The new free version "will better help people understand what the software can do and how to optimize a hybrid renewable microgrid," Walker added.

Officials said HOMER is profitable, but did not disclose revenues. Lilienthal characterized the company as "poised to take a leap forward." He is exploring undisclosed strategic partnerships and investments to fund anticipated growth. The company now has five full-time and two part-time employees.

Peter Asmus, senior analyst with Pike Research, noted that Homer's "association with NREL gives them some credibility."

Major industry players include Lockheed Martin Corp., which has a microgrid planning tool it said determines "the optimum mix of energy sources based on the local environ-

ment." General Electric Co. has deployed a smart microgrid controller in a demonstration project for the Marine Corps.

"Over the long term, the remote sector of the microgrid market is the largest," Asmus said. "But there aren't a lot of people focusing on it now."

He noted that developing countries skipped landlines and went straight to cellular phones. "Because of the high environmental costs of building transmission lines, we could see something similar with electric power," he said. That is, developing countries might initially adopt a decentralized energy model and only later link the systems.

## AWARDS



Bernardi

Puder

Tucker

**Bill Weiberg**, lead general manager of SpringHill Suites, Courtyard and Residence Inn Marriott hotels in Longmont was named General Manager of the Year by White Lodging Services Corp., manager of Marriott International Inc. **Casey Wadlow**, general manager of the SpringHill Suites Longmont was named the Select Service General Manager of the Year for 2010. The Courtyard Longmont was recognized as the Hotel of the Year, led by general manager **Anna Long**.

**Karen Bernardi**, leader of the Bernardi Real Estate Group with Coldwell Banker Residential Brokerage in Boulder, received the International President's Premier award as the company's top-producing team

for 2010. The Bernardi Group topped all other teams among more than 1,000 sales associates with Coldwell Banker Residential Brokerage in Colorado.

**Debbie Puder**, an administrative assistant at Front Range Community College's Boulder County Campus, is FRCC's Classified Staffer of the Year. Puder has been graduation and transcript evaluator at the campus for two and a half years. Before joining FRCC, she was an administrative assistant for a market research company.

**Jonelle Tucker**, a broker associate with Coldwell Banker Residential Brokerage in Boulder, received the Rising Star Award recognizing exceptional sales production in 2010, her first full year as a real estate professional with the brokerage.

**Namaste Solar Electric Co.** in Boulder was one of 75 companies nationwide selected to receive a U.S. Chamber of Commerce Blue Ribbon Small Business Award for 2011. Namaste and Echo Concepts Inc. in Denver were the only two companies in Colorado to receive the award. The companies will be honored at America's Small Business Summit, May 23-25, in Washington, D.C.

**Quick Left Inc.** in Boulder was one of 25 companies nationwide selected by the U.S. Chamber of Commerce as a Free Enterprise Honoree for its strong business practices and contributions to the economy.

Health-care products company **Covidien** in Boulder received the Bonfils Blood Center 30 Years of Saving Lives Award for the companies 30-year run of being a blood-drive host Jennifer Davis, Bonfils' manager of business development, presented Covidien president Bryan Hanson with the award March 14 at an all-employee meeting. Bonfils also honored blood drive liaison Dale A'Hearn for his contributions to maintaining a successful blood drive program over the last four years.

Boulder-based IT service firm **Data Network Group** was selected as a 2010 Best Tech Workplace by Success with People Inc. The award was based on a survey completed by employees of IT firms throughout the country containing questions about job satisfaction, organizational commitment, leadership, supervisory effectiveness, work satisfaction, personal growth and development, management effectiveness, customer/supporter relationships, teamwork,

communications, and pay and benefits. Data Network Group has 13 employees.

The Lafayette City Council and Lafayette Chamber of Commerce have announced four recipients of their Innovators in Lafayette awards. **Textile Network Inc.**, **Nutraceutix Inc.**, **Universal Forest Products Inc.** and **Boulder Blimp Co.** are the first four of 12 companies that will be recognized throughout the year. The business recognition program is designed to highlight the achievements of companies that are making contributions to innovation and to the city of Lafayette as employers. The remaining eight recipients will be announced later in 2011.

**Seagate Technology LLC** (Nasdaq: STX), based in Scotts Valley, California with operations in Longmont, won the 2011 CRN Channel Champions award for SATA Hard Drives and swept the Channel Champions categories: Technical Satisfaction, Support Satisfaction and Financial. The CRN award is based on a survey that measures overall solution provider perceptions of vendor products and services. The survey is the largest and broadest-based technology integrator market study in the industry.

## ROCKIN' from 1A

management's expectations.

"I felt confident we would do terrific, but sometimes projects turn out better than you expect, and this has been one of them," Morris said.

Broomfield city leaders share the enthusiasm.

"We're ecstatic," mayor Pat Quinn said.

The ability of AEG Live to book first-class performers has been key to the turnaround, Quinn said. Managers also have been more engaged with city officials and the broader community, he said.

Broomfield has a lot riding on the venue's success. The Broomfield Urban Renewal Authority built the facility. Instead of selling the naming rights, the authority decided to name the venue the Broomfield Event Center in an attempt to boost the city's profile. During the makeover, the center was renamed Odeum Colorado, but then 1stBank acquired the naming rights for an undisclosed price in a deal that will last five years.

The venue opened in 2006 and immediately struggled. Severe traffic jams and parking problems marred the opening night performance by Bonnie Raitt and remained persistent problems. The minor league hockey and basketball teams that called the arena home struggled to find fans and few bands booked shows.

Broomfield Sports and Entertain-

ment LLC, the arena's original manager and owner of the minor league teams, asked in January 2009 to be let out of its long-term agreement to manage the arena.

Broomfield spent the first half of 2009 looking for new managers. Its city council picked Peak Entertainment LLC, a joint venture of AEG Live — Rocky Mountains LLC and Kroenke Sports and Entertainment LLC, dba Kroenke Sports Enterprises, which took over the venue Sept. 1.

The hope was the pair would use their savvy and clout to turn the venue around. AEG Live is one of the biggest concert promoters in the nation, and its Rocky Mountain division has deep ties to the area music scene through Morris. Kroenke Sports Enterprises owns the Pepsi Center, Denver Nuggets and Colorado Avalanche.

"We had high hopes, but what they've done has really exceeded our expectations," said George Di Ciero, city and county manager.

Despite the list of stars, the center lost \$363,000 in its first fiscal year, which ended Sept. 30, under Peak Entertainment. A profit of \$497,000 is expected for the 2010-11 fiscal year.

Peak Entertainment and the city expected a loss in the first year because the arena was closed from September to March, said Dave Jolette, KSE's vice president of venue operations and the general manager of 1stBank Center.

Those months were spent giving the venue a \$1 million makeover to convert it from a multiuse arena to a more theaterlike space. State-of-the-art sound and video projection systems were installed, and the interior was redesigned and redecorated.

"We took a building that had great bones, it just had no soul, and we gave it soul and ambience," Morris said.

1stBank Center's newfound success has benefited its neighbors, said Chris Stackpole, director of operations for Proto's Pizza Inc. Proto's is the lone restaurant at the Arista multiuse development, which sits next to the arena.

Proto's sees crowds swell the day of concerts and it stays open late to serve concertgoers after shows. The difference between concert nights and regular nights "is night and day," Stackpole said.

"Business is looking up. In the last year, with Kroenke and AEG, we've seen a series of really good shows," Stackpole said.

But Stackpole knows a slow season could really hurt his change.

"We're kind of at the mercy of the center," Stackpole said.

1stBank Center's successful first year has yet to spur new development at Arista, said Garrett Baum, managing partner of Urban Frontier LLC, which is one of the firms looking to build-out the development.

While there's more energy, Baum

said, developers and builders still are waiting for a better economy before starting new commercial projects.

"It's great for the center, and ultimately it's going to be great for Arista as well, but I can't point to any deal that's happened because of the switch," he said.

That's bad news for Broomfield, because revenue from Arista is used to pay back the bonds the city used to pay for the arena.

Regardless, city officials are optimistic 1stBank Center's turnaround will last and positively improve Arista's prospects, Di Ciero said.

Despite their success, managers of the 1stBank Center are determined to keep their heads and stay focused on improving the venue.

"It has been a good, good foundation for us," Jolette said. "But booking is always competitive and a challenge."

"The future looks tremendously bright," Morris said. "But you can't live on your past laurels. We're always looking for something new."

1stBank Center will be home of the Colorado Music Hall of Fame, which will honor important artists and figures in Colorado's musical history. John Denver will be inducted at a special benefit concert April 21.

"It doesn't matter what you do with a building, if you don't put the right names on the building's marquee, no one will come in," Morris said.



## EXECSTYLE

BCBR.COM

# Porches & decks

*New materials, designs add durability, style to outdoors*

BY KEELY BROWN  
news@bcbr.com

Coloradans love their outdoor living spaces. And whether it's a traditional wrap-around front porch, or a two-tier deck modernized with a full kitchen and hot tub, Colorado homeowners will seek out the latest and greatest way to create a whole new entertainment center right in their own yard.

John Crittenden, owner of Apex Builders in Boulder, said the old-fashioned front porch is making a comeback of sorts — thanks in part to homeowners who want to recreate the elegant feel of an older home.

"There's definitely a resurgence of people putting front porches in," Crittenden said. "In the 1980s and 1990s, houses would have a huge garage, but now the design is focusing more on a social front porch, where people can put their feet up and watch the world go by."

For those who think that a porch should be something more than just a slab of plain white concrete gracing the front of their house, Crittenden advocates the use of new stamped concretes for porches and patios.

"You get the feeling of natural stone, but it's a solid concrete surface that can come in different colors and textures," he said. "And if it's installed right, with proper expansion joints, it shouldn't crack."

## Backyard decks

For those who want a true backyard entertainment center, nothing beats the privacy and versatility of a deck. And while homebuyers may opt to renovate the existing deck they found attached to the back of the house, this can be fraught with problems when decades of weather damage have taken their toll.

"Oftentimes, an old deck will have old Douglas fir planking, which is really beautiful," Crittenden said. "But the Colorado sun wreaks havoc on wood decks. However, there are some exotic hardwoods from South America which hold up better than redwood or cedar."

Brian Cookson, owner of Lookout — The Renovation Company in Boulder, said many older decks have sustained too much weather dam-



COURTESY APEX BUILDERS

Deck styles have evolved. The traditional square-shaped elevation built on to the back of the house has been morphed into octagon shapes and wrap-around, multilevel designs, with stairs leading down to a patio or built-in grilling area.

age to be saved without a complete overhaul.

"Most of what we're doing is renovating or replacing existing decks that are old and haven't been maintained," he said.

"Typically, renovations become rebuilds, because the decks won't meet the current building code. We find a lot of water and weather damage, and as soon as we start pulling those planks out, we sometimes find dry rot. That's why a lot of homeowners are going to newer, maintenance-free composite decks," he added.

One of the most popular deck materials is Trex, a wood-polymer blend that is made of recycled plastic bags and wood waste products such as sawdust. Trex doesn't have to be sanded, sealed or restained; it's completely impervious to water and has good UV protection against fading as well — all major considerations for those who don't want to have to go out every few seasons with a paint roller in their hand.

"Composite decks can be more expensive in the initial cost, but the recoup is 70 percent of your investment

because you don't have to worry about maintenance on the deck," Cookson said. "You pay more up front, but you save money in the long run."

Another benefit, Cookson said, is that most composites come with a 25-year warranty, which wood decks typically don't carry.

## Evolving styles

Deck styles have evolved as well. The traditional square-shaped elevation built on to the back of the house has been morphed into octagon shapes and wrap-around, multilevel designs, with stairs leading down to a patio or built-in grilling area.

Whether it's a renovation or a new build, Cookson said that porches and decks still require planning permission, and need to be built to code. Code requirements include the installation of handrails spaced according to child safety specifications. Additionally, at higher elevations, only composites or woods with a lower level of combustion — such as South American exotic hardwoods — can be used.

Once the permit goes through, a reputable builder can complete a deck in two or three weeks, Cookson said.

On average, decks can cost from \$20 per square foot for quality redwoods, up to \$40-\$50 or more for top of the line composites and exotic hardwoods.

While these prices typically include labor, they don't include those accessories that many homeowners feel are indispensable toward making their deck a complete outdoor entertainment center. These amenities can include everything from built-in barbecue stations, fire pits and hot tubs, to full kitchens with running water.

Because Colorado homeowners tend to want to stay out on their decks as much as possible, many of them opt for sunshades and awnings, installed just over a portion of the deck where the UV rays are the strongest.

"Cool shaded afternoons and warm sunny mornings on the deck — that's the perfect way to have it set up," Cookson said.

"After all, People want to be outside. That's why we live here."





# REMODELING COMPANIES

(Remodeling companies in Boulder and Broomfield counties ranked by revnue\*)

RANK	PREV. RANK	Company	Revenue 2010 Revenue 2009	No. of local employees	Residential Commercial	Specialties	Person in charge Year founded locally Web site
1	3	<b>HUDSON CONSTRUCTION LLC</b> 1200 28th St. Boulder, CO 80303 303-442-6380/303-442-4504	\$5,064,000 \$2,300,000	5	Yes Yes	Construction related services; land acquisition, development, new residential and commercial construction, reconstruction, remodel, consulting	Dennis C Hudson, Principal Kellie S Hudson, Principal 1947 www.hudsonbuilt.com
2	4	<b>BUCKNER CONSTRUCTION INC.</b> 3080 Valmont Road, Suite 200 Boulder, CO 80301 303-440-0763/303-440-8036	\$1,300,000 \$1,730,000	5	Yes Yes	Residential design, remodeling, additions and new construction. Commercial structural construction and tenant finish.	Matt Buckner, President Marisa Callaway, Secretary and Treasurer 2004 www.bucknerdesignbuild.com
3	NR	<b>RDS ENVIRONMENTAL INC.</b> 11603 Teller St., Suite A Broomfield, CO 80020 303-444-5253/303-444-1331	\$1,300,000 \$1,000,000	5	Yes Yes	Nationwide environmental testing (radon, mold, lead, asbestos); certified radon laboratory. A Colorado State licensed electrical contractor, dba Always Best Choice Electrical Inc.	Tammy Linton, President 1987 www.rdsenvironmental.com
4	NR	<b>NIWOT INTERIORS</b> 136 Second Ave. Niwot, CO 80544 303-652-1727/303-652-2234	\$1,000,000 \$1,000,000	7	Yes Yes	Custom window treatments, upholstery, carpet and area rugs, flooring, furniture, art and accessories as well as complete room makeovers using new, old or renovated pieces for all budgets.	Linda Klueber, Owner 2003 www.niwotinteriors.com
5	7	<b>BROOKS DESIGN-BUILD CORP.</b> 6908 Charity Court Frederick, CO 80530 303-997-7716/303-997-7718	\$987,000 \$1,143,000	4	Yes Yes	Room and story additions, whole house renovations, kitchen and bath remodeling, basement finishes, tenant finishes, handyman services.	Jonathan R. Brooks, Founder, Owner 2000 www.brooksdesignbuildcorp.com
6	NR	<b>BATCO HOMES INC.</b> 7279 Arapahoe Road Boulder, CO 80303 303-442-8668/303-939-8268	\$750,000 \$1,200,000	2	Yes No	New home construction, historical renovations, additions and remodels.	Bruce Alan Tenenbaum, President Kathy Tenenbaum, Secretary 1985 N/A
7	NR	<b>TRES BIRDS WORKSHOP</b> 4520 Broadway, Unit A Boulder, CO 80304 303-442-3790/303-444-1983	\$580,000 \$320,000	4	Yes Yes	Ecological design/build of new and conversions of existing homes and commercial projects with value/budget in balance.	Mike Moore, Founder 2000 www.tresbirds.com
8	NR	<b>WILDWOOD JOINERY &amp; DESIGN INC.</b> 9635 Schlagel St. Longmont, CO 80503-8556 303-684-6604/303-684-9212	\$440,000 \$450,000	3	Yes Yes	Remodeling and new construction; sustainable, energy-efficient building practices, doing both residential and light commercial construction.	W. Michael Shuster, President 1985 N/A
9	NR	<b>ECLIPSE BUILDERS LLC</b> 1139 W. Enclave Circle Louisville, CO 80027 303-726-6828/303-379-6909	\$275,000 \$190,000	8	Yes Yes	Construction and modifications for seniors and the handicapped.	Louie Delaware, President 2004 N/A
10	NR	<b>RDS ARCHITECTURE LLC</b> 8713 Baseline Road Lafayette, CO 80026 303-880-2899/N/A	\$250,000 \$125,000	2	Yes No	Architectural design. Construction management. Residential experts.	Doug Baumgartner, Owner 1990 www.rdsarchitecture.com
11	21	<b>BEEHIVE CONSTRUCTION CO.</b> 1256 Hover Road Longmont, CO 80501 303-447-8866/303-651-3285	\$240,000 \$263,000	3	Yes No	Remodeling, design-build of kitchens, baths, structural additions; whole house renovation.	Ray Kutash, President 1977 N/A
12	NR	<b>MOSAIC INTERIORS</b> 945 Laurel St. Broomfield, CO 80020 720-560-1222/N/A	\$200,000 \$150,000	1	Yes Yes	Architectural design and interior finish specification, interior design, kitchen and bath design, remodels, space planning, interior finish purchase. Discount furniture purchase, draperies and window coverings, flooring, art, antiques and accessories. Mosaic artist.	Cathrin Crampton, Interior Design Principal 1998 www.mosaicinteriorsco.com
13	12	<b>ARCHITECTURAL PARTNERSHIP INC.</b> 4843 Country Club Way Boulder, CO 80301 303-442-8202/303-442-8267	\$166,817 \$172,398	1	Yes Yes	Historic preservation, custom homes, residential remodeling.	John Woodward Mink, AIA, Architect / President 1992 www.johnmink.com
14	NR	<b>BINSWANGER GLASS</b> 504 5th Ave. Longmont, CO 80501 303-776-3400/303-651-6253	N/A N/A	15	Yes Yes	Auto glass, commercial storefront glass, shower doors and mirrors, residential glass replacement, aluminum storefront.	Duane Keyser, Branch Manager Binswanger - 1872; Longmont Store - 1958 www.binswangerglass.com
15	18	<b>PARRISH CONSTRUCTION CO.</b> 4770 Pearl St. Boulder, CO 80301-2434 303-444-0033/303-444-0047	N/A N/A	10	Yes Yes	Remodeling, general construction, design-build, certified kitchen/bath design. Custom cabinet shop, home theater design/installation, window installation, handyman services, certified aging-in-place specialists.	Larry Parrish, CR, CGR, CAPS 1969 www.ParrishBuilt.com
16	NR	<b>BUILDERADO CONSTRUCTION</b> 1880 Eldorado Circle Superior, CO 80027 303-499-7709/303-494-1418	N/A N/A	7	Yes Yes	Design/build construction, custom remodeling and historic renovation.	David Czopek, President 1991 http://www.builderadoconstruction.com
17	27	<b>ECO HANDYMAN LLC</b> 4919 North Broadway, No. 35 Boulder, CO 80304 303-444-2181/303-957-1922	N/A N/A	6	Yes No	Energy efficiency upgrades including insulation, air-sealing, windows and more. Also, green bathroom and kitchen remodels, handyman service, including plumbing, electrical, carpentry, painting and drywall.	Nate Burger, Founder 2005 www.ecohandyman.com
18	NR	<b>SOPRIS HOMES LLC</b> 6420 Gunpark Drive, Suite D Boulder, CO 80301 303-527-0000/303-527-0001	N/A N/A	6	Yes Yes	High-performance, energy-efficient, built-green luxury homes, remodels and additions.	John Stevens, Manager 1993 www.soprishomes.com
19	20	<b>ALABASTER DESIGN</b> 7087 Niwot Road Niwot, CO 80503 303-652-8511/303-652-8499	N/A N/A	5	Yes Yes	Custom commercial/residential interior and exterior design, remodeling, window treatments, custom rug design, furniture design, fireplace design. Works closely with builders and architects from beginning to end of project.	Christine Costigan, Owner 1998 N/A
20	NR	<b>COTTONWOOD CUSTOM BUILDERS INC.</b> 4439 N. Broadway, Suite E Boulder, CO 80304 303-449-3076/303-449-1479	N/A N/A	5	Yes Yes	General contractor specializing in high-end residential and light commercial custom remodels and new construction.	Jeff Hindman, President 1995 www.cottonwoodcustombuilders.com
21	NR	<b>HICKMAN CONSTRUCTION INC.</b> 2090 Pearl St. Boulder, CO 80302-4430 303-245-0554/303-938-8153	N/A N/A	4	Yes Yes	Light-commercial and residential renovation. Historic preservation.	John P. Hickman, Owner 1990 N/A
22	NR	<b>RICHARD POWELL &amp; ASSOCIATES LLC</b> 660 S. 44th St. Boulder, CO 80305-6022 303-499-5560/303-499-5560	N/A N/A	4	Yes Yes	Residential and commercial construction and remodeling. Building passive solar and installing solar hot water.	Richard Powell, Owner 1981 www.rpallc.com
23	NR	<b>SALLY CURTIS STARR, A.S.I.D.</b> (Internet only) Boulder, CO 80304 303-442-7704/303-442-7714	N/A N/A	3	Yes Yes	Residential and commercial full-service interior design. New construction, remodeling and additions. Cabinet design, specification of all interior materials requested and required.	Sally Starr, A.S.I.D. 1985 www.sallystarr.com
24	25	<b>BARBARA BRONK INTERIOR DESIGN</b> 770 Locust Ave. Boulder, CO 80304 303-444-8411/303-444-4322	N/A N/A	2	Yes Yes	Residential and commercial interior design, kitchen and bath design and renovation, color consultation. Carpet, window coverings, furniture, art. Specializing in green design. Environmentally conscious.	Barbara Bronk, Owner 1980 N/A
25	NR	<b>CS DESIGN INC.</b> 1955 Eldorado Circle Superior, CO 80027 303-543-8888/303-543-3808	N/A N/A	2	Yes Yes	Specializing in kitchens, bathrooms and unique interiors. Cabinetry, counters, plumbing, tile, lighting, specialty finishes/materials as well as drapery and bedding.	Cher Schuck, Principal Designer 2002 www.csdesignshomes.com and www.nkba.org
26	NR	<b>HOME ENTERTAINMENT ARCHITECTS</b> 322 S. Jefferson Ave. Louisville, CO 80027 303-395-3999/N/A	N/A N/A	2	Yes Yes	Audio/video services for new/existing homes and remodels. Design, wiring, audio and video equipment sales, installation and support. Home theater control including A/V, lighting and HVAC.	Gail Sandford, Owner 2007 N/A
27	10	<b>JUNIPER ASSOCIATES HOMEBUILDING &amp; REMODELING</b> P.O. Box 381 Nederland, CO 80466 303-258-3588/303-258-3588	N/A \$315,000	2	Yes Yes	Building, remodels, additions, tenant finish, project management.	Jacob Gaventa, Co-owner Andrew Dewart, Co-owner 2004 www.juniperassociates.com
28	NR	<b>TAYLOR HOMES</b> P.O. Box 100 Niwot, CO 80544 303-443-3303/303-448-0607	N/A N/A	2	Yes Yes	Green building, custom builder, custom homes and remodeling, commercial tenant finish.	George T. Raffensperger, President Chad Guiher, Superintendent 1985 N/A
29	NR	<b>VAUGHN PAUL CONSTRUCTION INC.</b> 1930 14th St. Boulder, CO 80302 303-442-6210/303-442-9255	N/A N/A	2	N/A N/A	Custom home building and remodeling, emphasizing green construction.	Vaughn Paul, President 1978 www.vpchomes.com
30	26	<b>BLUE STONE WOODWORKS LLC</b> 637B S. Broadway, No. 205 Boulder, CO 80305 303-494-1785/N/A	N/A N/A	1	Yes Yes	Remodeling contractor, whole house, basement finish and kitchen.	Bill Cheatwood, Owner, President 1990 www.bluestonewoodworks.com
31	NR	<b>PETERSEN CONSTRUCTION &amp; REMODELING</b> 2540 Pine St. Boulder, CO 80302 720-201-7048/N/A	N/A N/A	1	Yes No	Residential remodeling company with an emphasis on kitchen renovations and additions.	Pete Petersen, Owner 1993 www.petersenremodel@msn.com
32	NR	<b>SUGARBEET ARCHITECTS</b> 919 Alta St. Longmont, CO 80501 303-359-1134/N/A	N/A N/A	1	Yes Yes	Small-home design.	Catherine Anne Blichfeldt, Principal 2001 www.sugarbeetarchitects.com



# 8 Island brings taste of tropics to Boulder

BY LAURIE BUDGAR  
news@bcbr.com

BOULDER - For the past two years, Michael Iuichi, owner of 8 Island Hawaiian BBQ, has been riding the waves of customer support. Like the surf in Hawaii, though, the waves roll in and roll out.

"Some days we have a lot of people, and the next day we're very slow. It's just up and down and up and down. I just have to get used to that," Iuichi said.

## STEPPING OUT

It's probably equally likely that Boulderites have to get used to 8 Island. In a town that offers any number of Thai, Chinese, sushi and pho eateries, 8 Island is the standalone option for authentic Hawaiian food.

What many folks may not know is that Hawaiian food is an amalgamation of Japanese, Korean, Vietnamese, Filipino and other Asian cuisines. So diners craving the familiar may feel right at home ordering sweet and sour chicken (the Wednesday special) or gyoza, the Japanese version

of pot stickers. But those who want something purely island-based need look no further than the kalua pork (it bears no relationship to the coffee-flavored liqueur, so you're safe eating it on your lunch break) or lau lau, both of which are traditionally cooked in an underground pit, called an imu.

Once the pit for kalua pork has been dug, Iuichi said, the pig is placed inside of it and covered with heated lava rocks.

"Then you put some ti leaves or banana leaves (over the rocks) to keep the dirt out of the food, and then put the dirt back on top," and smoke the pork for six to eight hours. When it's done, it's shredded and served in its own juices.

Lau lau is similar, except the pork is cooked along with pieces of butterfish and wrapped in taro leaves - which Iuichi described as similar to spinach, but with an earthier taste - before being placed in the pit.

Absent an earthen pit and lava rocks on 28th Street, Iuichi modifies the recipe slightly, roasting the pork butt in the oven for eight to 10 hours and using banana leaves and tin foil to

► See **Tropics, 19A**



MICHAEL MYERS

Michael Iuichi, owner of 8 Island Hawaiian BBQ in Boulder, serves up a menu of authentic Hawaiian food.



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**John Flanders** - Flanders, Elsberg, Nash, Herber & Dunn LLC

**John Fischer** - Owner of Breakthrough Energy LLC

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**David Hoover** - Former CEO and Chairman of the Board, Ball Corporation

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**Special Thanks to:** Boulder Trophy, Instant Imprints, Pasta Jays



**TROPICS** from 18A

hold in the heat. Even with his alterations, Iuichi nailed the taste.

That's important to him. When he opened 8 Island in 2006, Iuichi wanted to bring the true flavors of the tropics to Boulder. He knew many people had tasted Hawaiian food on vacation and longed to re-experience it - without having to fly back to the archipelago.

At the same time, Hawaiian fare could be something new, something not already over-represented on Boulder's culinary scene. But Iuichi soon realized he would have to adapt his menu to the realities of mainland supply limitations - and to Boulder residents' healthy sensibilities. "In Hawaii, the only two options for side (dishes) are white rice and macaroni salad; I thought that wouldn't work in Boulder, so I added a few other (options) like mixed greens and brown rice," said Iuichi, who grew up on Oahu. So Iuichi was as surprised as anyone to discover that one of his best-selling items is Spam musubi, a sushi-like snack made with white rice, a grilled slab of the canned ham and nori seaweed.

So far, Iuichi said, 8 Island has been most heartily accepted by the business crowd. He thinks that's partly because of their exposure to the restaurant via his catering business.

"I think what we offer fits in well

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8 Island doesn't have a liquor license. Iuichi said he might pursue one in the future, but even then it would only be for beer and wine. "I think beer would go well with the kind of food that I serve - not full liquor."

with an office lunch - being able to offer different kinds of choices for people, instead of just pizza or sandwiches. I cater a lot of office lunches, and my feedback (from them) is, 'I wish we could do this all the time.'" They probably wish they could be in Hawaii all the time, too. Eating at 8 Island is a start.

**EXPERTISE** from 3A

prospect of helping cities tackle the most pressing challenges of our time."

The IBM Smarter Cities Challenge is a competitive grant program in which IBM is awarding a total of \$50 million worth of technology and services to 100 municipalities worldwide over the next three years.

Here is a list of the 24 cities selected for 2011:

Antofagasta, Chile; Boulder, Colorado; Bucharest, Romania; Chengdu, China; Chiang Mai, Thailand; Delhi, India; Edmonton, Canada; Eindhoven, Netherlands; Glasgow, Great Britain; Guadalajara, Mexico; Hel-

sinki, Finland; Jakarta, Indonesia.

Milwaukee, Wisconsin; New Orleans, Louisiana; Newark, New Jersey; Nice, France; Philadelphia, Pennsylvania; Providence, Rhode Island; Rio de Janeiro, Brazil; Sapporo, Japan; St. Louis, Missouri; Syracuse, New York; Townsville, Australia; Tshwane-Pretoria, South Africa.

For more information about the Smarter Cities Challenge grant program, visit <http://www.smartercitieschallenge.org>. To learn more about IBM's corporate citizenship initiatives, visit: <http://www.ibm.com/blogs/citizen-ibm>.

**BCBRDAILY** from 2A

en area in Broomfield and \$17 million on a transit station in Longmont, RTD FasTracks' public information manager Pauletta Tonilas said.

The Longmont transit station, planned for a site near the intersection of First Avenue and Terry Street, will be a park-n-Ride and the eventual terminus for the Northwest Rail line.

Work on the facility should begin by 2012 and be completed by 2014, Tonilas said. The earmarked dollars will be spent on the whether or not voters approve a tax measure that would increase FasTracks funding, she said.

The RTD board plans to ask voters to increase the sales tax that funds FasTracks from 0.4 percent to 0.8 percent, although it has not determined if it will put the measure before voters this year or in 2012.

The money for U.S. 36 is earmarked for work on the U.S. 36 bus rapid transit component of FasTracks. The final project would include carpool and toll lanes between Denver and Boulder, additional auxiliary lanes and climbing lanes and a bike trail off the highway.

**DigitalGlobe, Lockheed partner**

LONGMONT — Commercial satellite image company DigitalGlobe Inc. (NYSE: DGI) has partnered with Lockheed Martin Commercial Launch Services to put a new satellite in the sky in 2014.

The new satellite is scheduled to be launched on an Atlas V rocket provided by Lockheed Martin Commercial Launch Services from Vandenberg Air Force Base in California. It will be operational about 90 days after it goes into orbit, the company said. No specific date in 2014 was given for the launch.

Longmont-based DigitalGlobe's capital spending program is worth \$650 million from 2010 to 2014, including the launch of the new satellite, the company said in a statement. Once it is in orbit, the new satellite will be the third such satellite in the company's "constellation," according to the statement.

"The need for up-to-date satellite imagery and the insights it provides to

our government and commercial customers grows every day," Jill Smith, DigitalGlobe's chairman and chief executive officer said in a statement. "We are significantly enhancing our commercial satellite constellation with WorldView-3, and are delighted to name Lockheed Martin and its United Launch Alliance subcontractor as our launch services partners."

**Power Tagging hiring**

BOULDER — Smart-grid company Power Tagging Technologies Inc. plans to double its work force to 50 people in the next year after receiving a \$500,000 grant from the National Science Foundation.

The Boulder-based company makes computer software and hardware that "injects technology into power lines" according to Scott Limbach, a company spokesman, which helps save customers energy and money.

Among other things, the technology can pinpoint peak periods when energy is more expensive and help customers and companies regulate voltage to help them save money.

Power Tagging currently has 25 people, but plans to start hiring more in the next few months with a goal to approximately double in the next 12 months, said Steve Berens, chief marketing officer.

"We have been maintaining a slow-growth mode. As we have gotten more market traction ... our next round of funding is expected to come in the next few months. That will help push it forward and create a new round of hiring," Berens said.

The company's conservation voltage regulation helps utility companies save 6 percent of the energy on their grids, Limbach said.

"We are excited by Power Tagging's ability to turn its technology into a market ready offering," Matt Futch, utilities program manager at the Colorado Governor's Energy Office said in a statement. "Power Tagging has demonstrated exemplary progress toward commercialization of a technology that enables utilities and end-users to enjoy the benefits of greater grid efficiency as well as cost-savings."

**BGBG Green Building Education**

APRIL 6, 2011 11:30 AM - 1:30 PM  
 BGBG COMMERCIAL BROWN BAG SERIES: High performance building design and retrofit toward net zero - an update on the NREL RSF and the Alliance Center  
 See how NREL and the Alliance center met their goal to build high performance buildings and discuss how the concepts they used apply to any sustainable building; net-zero is a happy side effect of applying high performance building design aggressively.

APRIL 12, 2011 11:30 AM - 1:30 PM  
 BGBG RESIDENTIAL BROWN BAG SERIES: Affordable Housing and Prefab Construction - Local Case Studies  
 See affordable housing case studies in action in our community. Discuss the features of a 14.42 acre 153 unit Master Planned community in Lafayette called Josephine Commons.

\*All events at REI Community Room, 1789 28th St Boulder unless noted otherwise.

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BOULDER VALLEY REAL ESTATE WATCH

EXISTING HOME SALES																			
February 2011 Statistics						Year-to-Year Comparison													
Location	Total# Sold	Inventory	Avg. Sales Price	Avg. Days to Contract	Median Sales Price	Total # Sold			Average Sales Price			Average Days to Contract			Median Sales Price				
						Location	02/01/09-1/31/10	02/01/10-1/31/11	%chg	02/01/09-1/31/10	02/01/10-1/31/11	%chg	Location	02/01/09-1/31/10	02/01/10-1/31/11	%chg	02/01/09-1/31/10	02/01/10-1/31/11	%chg
Boulder	32	366	\$798,649	105	\$565,725	Boulder	575	615	7	\$653,570	\$640,422	<2>	Boulder	79	78	<1.3>	\$525,000	\$532,000	1.3
Broomfield	15	155	\$353,960	94	\$286,000	Broomfield	350	331	<5.4>	\$353,526	\$380,623	7.7	Broomfield	92	86	<6.5>	\$317,000	\$334,000	5.4
Erie	12	140	\$257,864	75	\$269,950	Erie	267	280	4.9	\$331,323	\$341,940	3.2	Erie	76	91	19.7	\$310,000	\$319,000	2.9
Lafayette	9	128	\$431,200	79	\$287,000	Lafayette	215	230	7	\$352,514	\$358,593	1.7	Lafayette	69	72	4.3	\$304,500	\$311,000	2.1
Longmont	43	414	\$236,476	104	\$215,000	Longmont	878	842	<4.1>	\$240,660	\$256,215	6.5	Longmont	74	72	<2.7>	\$220,000	\$225,800	2.6
Louisville	11	70	\$349,445	121	\$310,000	Louisville	206	193	<6.3>	\$397,408	\$439,781	10.7	Louisville	64	54	<15.6>	\$359,000	\$395,000	10
Superior	3	47	\$450,766	111	\$439,300	Superior	135	104	<23>	\$409,518	\$425,017	3.8	Superior	64	49	<23.4>	\$387,000	\$410,300	6
Mountains	10	232	\$455,550	128	\$455,000	Mountains	203	233	14.8	\$414,270	\$417,697	0.8	Mountains	150	130	<13.3>	\$350,000	\$375,000	7.1
Plains	23	302	\$605,839	123	\$482,500	Plains	244	344	41	\$610,850	\$629,034	3	Plains	120	98	<18.3>	\$470,000	\$478,000	1.7
Total	158					Total	3,073	3,172											

EXISTING CONDO SALES																			
February 2010 Statistics						Year-to-Year Comparison													
Location	Total# Sold	Inventory	Avg. Sales Price	Avg. Days to Contract	Median Sales Price	Total # Sold			Average Sales Price			Average Days to Contract			Median Sales Price				
						Location	02/01/09-1/31/10	02/01/10-1/31/11	%chg	02/01/09-1/31/10	02/01/10-1/31/11	%chg	Location	02/01/09-1/31/10	02/01/10-1/31/11	%chg	02/01/09-1/31/10	02/01/10-1/31/11	%chg
Boulder	23	436	\$326,754	122	\$230,000	Boulder	635	628	<1.1>	\$310,245	\$303,722	<2.1>	Boulder	93	128	37.6	\$242,500	\$250,000	3.1
Broomfield	5	59	\$205,843	140	\$176,000	Broomfield	66	52	<21.2>	\$212,920	\$216,106	1.5	Broomfield	108	89	<17.6>	\$192,400	\$208,700	8.5
Erie	5	10	\$174,715	120	\$153,000	Erie	33	30	<9.1>	\$218,553	\$224,975	2.9	Erie	95	90	<5.3>	\$192,377	\$154,000	<19.9>
Lafayette	5	56	\$200,880	76	\$199,000	Lafayette	94	82	<12.8>	\$186,258	\$171,985	<7.7>	Lafayette	70	56	<20>	\$172,000	\$165,625	<3.7>
Longmont	10	115	\$163,363	112	\$151,000	Longmont	188	165	<12.2>	\$169,301	\$179,269	5.9	Longmont	110	82	<25.5>	\$165,000	\$168,000	1.8
Louisville	2	19	\$179,750	107	\$179,750	Louisville	69	39	<43.5>	\$204,569	\$201,580	<1.5>	Louisville	91	81	<11>	\$207,000	\$187,500	<9.4>
Superior	1	14	\$216,000	2	\$216,000	Superior	47	30	<36.2>	\$272,756	\$225,220	<17.4>	Superior	75	77	2.7	\$216,000	\$222,750	3.1
Mountains	0	3	0	0	0	Mountains	0	0	0	0	0	0	Mountains	0	0	0	0	0	0
Plains	3	43	\$127,500	26	\$119,500	Plains	87	113	29.9	\$185,596	\$183,642	<1.1>	Plains	98	102	7.1	\$159,900	\$163,000	1.9
Total	54					Total	1,219	1,139											
For more information contact: Kenneth Hotard 303.442.3585 • khotard@barastaff.com Datasource: IRES-Information Real Estate Services																			

Tebo buys Class A commercial property

BOULDER — Stephen Tebo, owner of Tebo Development Co. and one of Boulder County’s most-prominent commercial property owners, purchased the Valmont Building office building for \$3.28 million

The 36,492-sqreee foot building at 5480 Valmont Road in the Aspen Industrial Park was built in 2000.

According to LoopNet, an online database of property listings, the building averages 97 percent occupancy and was classified as Class A space.



REAL ESTATE  
Michael Davidson

The property was bought on a short sale.

“It’s already an excellent building,” Tebo said. “We just want to get aggressive on the rents and get it leased.”

R.C. Myles and Jeff Halsey of Cassidy Turley Fuller Real Estate represented the seller, Valmont Building LLC. The buyer used an in-house agent.

**VITAL RELOCATES:** Information technology solutions provider Vital Network Solutions LLC is relocating to the Tierra Business Park in Boulder.

Vital Network Solutions has leased about 2,100 square feet of office space at 4760 Walnut St., Suite 108, and will move in May 1, company president Nate Lovell said.

CONSTRUCTION ON CHURCH CONTINUES

Flatirons Community Church converting abandoned Wal-Mart, Albertsons space



DOUG STORUM

Work on Flatirons Community Church’s plan to convert an abandoned Wal-Mart and Albertsons into a new home continues. The church is building a new 4,000-seat sanctuary and space for offices and ministry centers at 355 W. South Boulder Road. Its current home is 400 W. South Boulder Road in Lafayette. The church paid \$4.3 million for the space.

The six-year old company employs five people and has outgrown its current location at 75 Manhattan Drive Suite No. 3, which also is in Boulder, Lovell said.

Chad Henry of WW Reynolds Cos. was the listing agent. Todd Walsh of The Colorado Group Inc. was the selling agent.

**BROOMFIELD**

**CLICKBANK EXPANDS:** ClickBank, a software company that has developed an online marketplace for digital products such as e-books, has relocated its Broomfield offices to accommodate recent growth.

ClickBank’s new location is 11001 W. 120th Ave., Suite 450, not far

from its former space at 11101 W. 120th Ave.

The new space expands the company’s office by 3,189 square feet, according to Broomfield Economic Development Corp. data.

ClickBank employs 41 people in the Broomfield office, spokeswoman

➤ See **Real Estate, 21A**



REAL ESTATE from 20A

Foreclosures  
in Boulder Valley  
(Feb. 1-28, 2011)

City	Foreclosures Filed	Deeds Issued
Allenspark	0	0
Broomfield	24	12
Boulder	15	11
Eldorado Springs	0	0
Erie	5	3
Golden*	0	1
Jamestown	1	0
Lafayette	9	8
Longmont	44	15
Louisville	3	1
Lyons	1	0
Nederland	1	0
Niwot	1	0
Superior	1	1
Ward	0	0
<b>TOTAL</b>	<b>105</b>	<b>52</b>
Year-to-date 2011	202	106

\*Reflects only the portion of Golden in Boulder County

Source: Public trustees of Boulder and Broomfield counties

Heather Sharp said. The jobs are the company’s technology team along with some sales, marketing and business development specialists.

ClickBank is a trade name of Click Sales Inc. The privately held company is based in Boise, Idaho, and employs 93 people total, Sharp said.

The move was needed to accommodate the company’s steady growth, Sharp said.

**GEOTREE MOVES IN:** A maker of a high-tech ceramic materials that can be used to repair water and sewer lines along with other types of concrete has taken space in Broomfield.

GeoTree Technologies Inc. has leased 1,600 square feet at 7249 W. 116th Place. The building will be the company’s warehouse, said Amir Hoda, one of the company’s four founders and partners.

The company makes geopolymers that bind to materials. One application is using the polymers to coat the inside of corroding and decaying pipes, Hoda said.

“It’s substantially cheaper than digging it up, and substantially less disruptive,” he said.

GeoTree Technologies currently employs four people who work from their homes. The company plans on expanding into a new office and to grow to 10 employees by the end of 2011, Hoda said.

Chris Ball of Cassidy Turley Fuller Real Estate helped broker the deal.

**LONGMONT**

**BLUE VISTA LOANS:** The Blue Vista housing development, a planned 198-home subdivision in Longmont built by Thistle Community Housing, faces foreclosure.

The project, which was planned to have included 100 affordable homes, was financed by Thistle using bonds issued by the Boulder County Housing Authority and loans from the state Division of Housing and the City of Longmont, according to a memo sent to Longmont City Council the week of March 8.

Thistle is a nonprofit dedicated to providing affordable housing. According to the memo, it owes more than \$4.5 million on the bonds, which were purchased by Guaranty Bank and Trust Company, and an additional \$417,000 to Guaranty Bank as part of a construction loan.

Longmont supported the project with a \$1.42 million from the Affordable Housing Fund and a Commu-

nity Development Block Grant. The outstanding principal on that loan is \$988,000.

Thistle has been working, and continues to work, with its creditors to resolve the problem, Thistle chief executive Mary Roosevelt said.

Blue Vista has been hampered by bad timing and a difficult real estate market, she said.

“It’s been a great project developed during the hardest part of the economic downturn,” Roosevelt said.

According to Thistle, 63 homes have been built, with 29 being categorized as “market rate” and 34 as “affordable.”

Thistle has paid about \$2.5 million on the bonds and more than \$2 million on the construction loan, according to the Longmont City Council memo.

If Thistle cannot make its payments, Longmont is unlikely to recoup its funds, said Kathy Fedler, community development block grant and affordable housing programs coordinator.

It would be the first default made on a loan from the Affordable Housing Fund. About \$7.7 million has been pledged to the fund, Felder said.

**LOUISVILLE**

**LIGHTING FIRM OPENS:** A maker of high-quality lighting fixtures is opening a new manufacturing facility in Louisville.

Stone Lighting LLC recently signed a lease for 9,700 square feet of industrial space at 1500 Cherry St., Suite W.

The location will be the Chicago-based company’s manufacturing facility and will employ between five and 10 people in the first year, said Tavo Gutierrez, a manager of the company.

The company’s clients are primarily architects and designers, and the company also does lighting systems

for showrooms, Gutierrez said.

The company is new to Colorado, Gutierrez said.

Todd Walsh of The Colorado Group Inc. represented the listing company.

**BUYING IN DENVER:** A local real estate investment firm that specializes in turning around distressed properties has acquired part of a luxury complex in Denver.

Condo Capital Solutions LLC announced March 10 it closed on the purchase of 72 unsold units at the Pinnacle at City Park South, a two-tower, 284-unit luxury property located in Denver’s City Park.

Condo Capital Solutions purchased the units for an undisclosed price from the Opus Group, a Minnetonka, Minnesota-based company that is leaving the Denver market. Condo Capital Solutions could not be reached.

The Pinnacle, at 2990 East 17th Ave., Denver, was opened in 2008.

“Of the initial 284 units, all but 72 are sold and some 13 contracts have sold in the first quarter of 2011.

**SPORTS MARKETING:** Endurance Event Marketing LLC signed a lease for 1,020 square feet at 801 Main St. Suite 25. The sports promotion company has a staff of about 10. Dan Ferrick and Michael-Ryan McCarty of Gibbons-White Inc. were the listing brokers. Jim Ditzel was the selling broker.

**NEDERLAND**

**YOGA TIME:** Tadasana Mountain Yoga LLC has leased 1,323 square feet of retail space at 20 Lakeview Drive No. 110 Caribou Mercantile was the listing company. Patrick Weeks of Gibbons-White Inc. was the selling broker.

BUSINESS DIGEST

**OPENINGS**

Executive chef Jim Cohen, owner of the Empire Lounge in Louisville, opened **Pizzeria Da Lupo** at 2525 Arapahoe Ave. in Boulder. The pizzeria opens daily at 11 a.m. Happy hour is 3 to 6 p.m. daily. Phone is 303-396-6366. Website is www.pizeriadalup.com.

Denver-based **Advanced Medical Imaging** opened a radiology clinic at 972 W. Dillon Road in Louisville. Hours are 7 a.m. to 5 p.m. Monday through Friday. Website is www.amicolorado.com.

Gastroenterologist Dr. Scott E. Hallgren will be opening **Northwest Gastroenterology Specialists** on the Avista Adventist Hospital campus in Louisville this April. The office address is 80 Health Park Drive, Suite 280. For more information, call 303-269-2085.

**BRIEFS**

The building that houses **Shining Mountain Waldorf High School** in Boulder will be named after **Malcolm Baldrige**, former secretary of commerce. An unveiling ceremony will take place at 8:15 a.m. Friday, March 25, at the school, 999 Violet Ave., Boulder.

Boulder-based **Albeo Technologies Inc.** received three U.S. patents covering thermal and integrated-chip technology that it will use for solid-state lighting products. The technologies enable lower-cost products that the company said are brighter, more efficient and longer lasting.

Boulder-based **Skirt Sports Inc.**, a designer and manufacturer of women’s athletic apparel, is sponsoring ultramarathoner Jami Donaldson and triathlete Hillaray Biscay.

Boulder-based venture capital firm **Foundry Group**

invested \$500,000 in Toronto-based e-mail tool company Attachments.me. The company will hire software engineers. The company’s software indexes a person’s e-mail and searches for specific subject matter in documents that come into a person’s e-mail in-box.

OTAC, an operator of 21 franchised Hardee’s burger joints in Maryland and Delaware, will use Louisville-based **Envyision Inc.**’s point of sale integrated managed video to support loss prevention and improve operations.

Louisville-based telecom firm **Zayo Group** expanded its presence in the Dallas metro area by adding five major carriers’ hotel and data-center facilities to its network and extending into eight new local switching offices. The move will let the company support dark or lit fiber connectivity to multiple enterprise and carrier providers.

Boulder-based **WhiteWave Foods Co.**, a subsidiary of Dean Foods Co. (NYSE: DF), plans to build an \$85 million manufacturing plant in Dallas. The plant is slated to open in 2012 and to employ about 90 people. Once the new plant opens, WhiteWave will have five production plants around the country.

**CONTRACTS**

**R/X Automation Solutions Inc.** in Longmont received a government contract worth nearly \$13 million. R/X will use its expertise in inventory management to deliver special machinery to a new U.S. Department of Veterans Affairs facility in Charleston, South Carolina. The contract award is with the U.S. Department of Veterans Affairs’ National Acquisition Center in Arizona. RX may hire area electrical and mechanical contractors to help create the machinery needed for its mail-order pharmaceutical packaging

business called for in the contract.

The Canadian Department of National Defence/Canadian Forces, will deploy Boulder-based **Anark Corp.’s** Anark Media Client software. Anark is a provider of automated 3-D computer-aided design products.

Broomfield-based **Ball Corp.** (NYSE: BLL), and Thai Beverage Can Limited, a 50 percent associated company owned by Berli Jucker Public Co. Limited (SET: BJC.BK), will together build a beverage can manufacturing plant in Vietnam. The plant will be located in the Tan Uyen district in Binh Duong province. Ball will hold an approximately 50 percent interest in the joint-venture facility, which is expected to begin production in the first half of 2012.

Broomfield-based **Webroot Inc.’s** subsidiary, **Prevx**, has partnered with Tennessee-based FirstBank to offer all its customers free protection from online fraud with the Prevx SafeOnline Internet security solution.

**ColdQuanta Inc.** of Boulder was awarded a subcontract to deliver ultra-high vacuum components as a basis for a quantum computer to be developed by the University of Wisconsin. The ColdQuanta subcontract is part of a major project awarded to the University of Wisconsin led by Mark Saffman, a former graduate of the University of Colorado at Boulder. ColdQuanta’s participation in the multiyear undertaking is valued at more than \$1 million. The project to develop a quantum computer is ultimately to solve problems which are impossible to solve even with the supercomputers of today.

**GRANTS**

The **Colorado Health Foundation** has awarded

\$371,470 to Boulder County to increase access to public health insurance for children and families. The grant — to be paid over the next two years — benefits the **Boulder County Healthy Kids** initiative, a countywide effort to enroll pregnant women and eligible children and their families in Medicaid and the Child Health Plan Plus. Boulder County Healthy Kids will partner with the Boulder Valley and St. Vrain Valley school districts to increase access to health benefits by stationing an eligibility technician at each district. The tech will help screen and enroll students and their families in Medicaid and CHP Plus health coverage. For more information and eligibility standards call 303-441-1589.

**MERGERS & ACQUISITIONS**

Boutique consulting firm **Regulus Pharmaceutical Consulting Inc.** in Boulder was acquired by national clinical research firm **Clinipace Worldwide**. Terms of the deal were not disclosed. The Regulus team of approximately 15 people will remain in Boulder.

**Ergonomic Evolution LLC**, an Erie-based consultant in workplace design, acquired **The Chasen Group LLC**, an ergonomic consulting firm based in Boulder. Terms of the deal were not disclosed. Ergonomic Evolution was founded in 2009 by Nick McElhiney. The Chasen Group is 10 years old and was owned by Craig Chasen.

Oakdale, Minnesota-based **Imation Corp.**, a maker of removable media and data-storage devices and owner of the Imation and Memorex brands, acquired Louisville-based **Encryptx Corp.** for an undisclosed amount. Encryptx Corp. is a trade name of the BeCompliant Corp., which specializes in encryption and security solutions for removable storage devices.



## OPINION

## EDITORIAL

# IBM boosting SmartGridCity energy project

**D**on't count SmartGridCity out yet. The project, which has been beset by cost overruns, technological woes and underground boulders, received a boost this week from one of the Boulder Valley's largest employers.

IBM has awarded the city of Boulder a grant worth \$400,000 in technical expertise to help advance SmartGridCity. Boulder was one of 24 communities worldwide to receive grants in 2011. All told, IBM will award \$50 million to 100 cities worldwide over the next three years as part of the IBM Smarter Cities Challenge.

In Boulder, SmartGridCity is an ambitious project undertaken by Xcel Energy and its partners to create the nation's first fully integrated smart grid for delivery of electricity. Boulder was announced as the pilot city in early 2008, when Xcel's portion of costs was anticipated to total about \$15.3 million. That number has since ballooned to \$44.5 million. Counting other factors such as operations and maintenance, SmartGridCity is expected to top \$100 million in expenses.

One of the reasons for overruns in capital expenditures is the cost of laying new fiber-optic lines, as well as geological difficulties, such as having to use diamond-tipped drill bits to grind through granite.

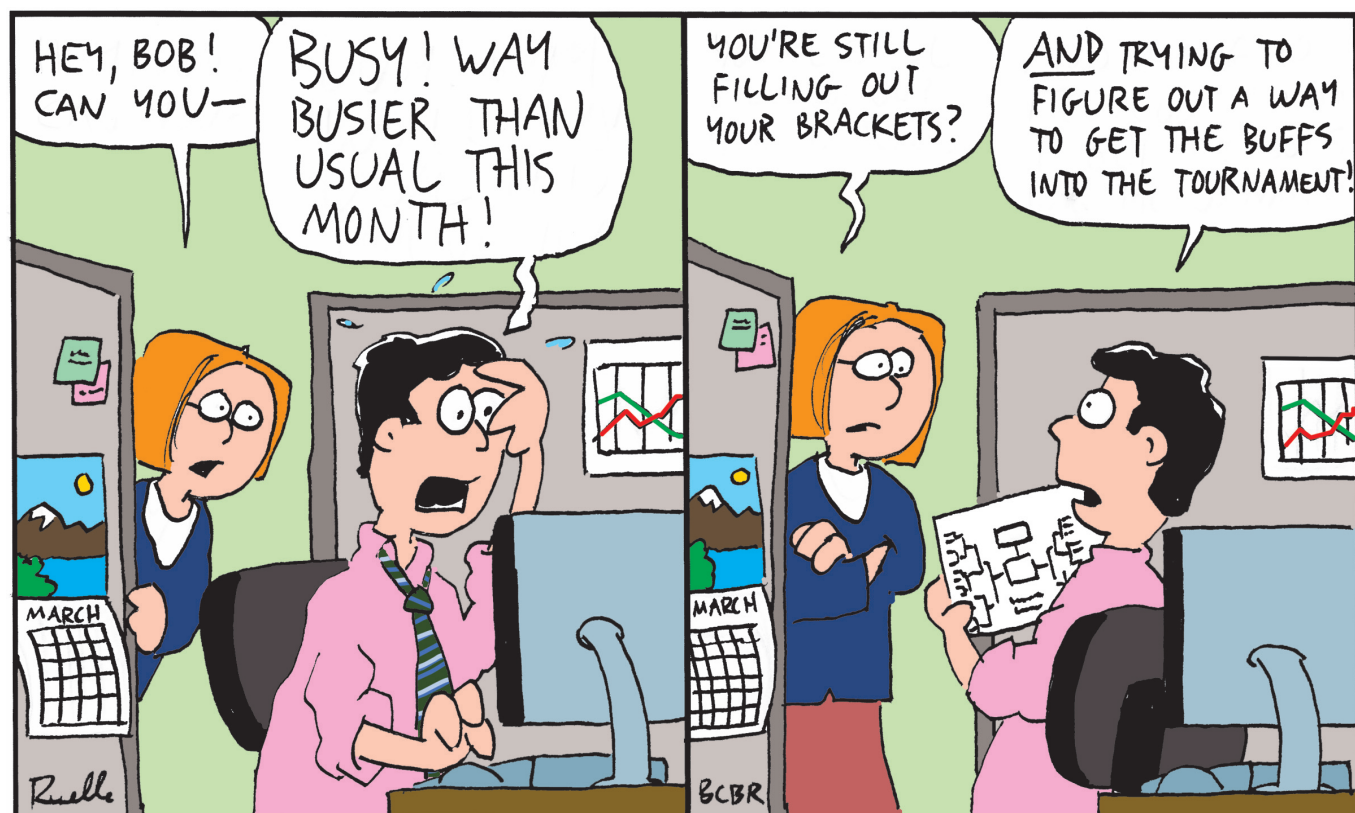
The Colorado Public Utilities Commission in January ruled that Xcel could include two-thirds of the \$44.5 million in its rate base. The utility will have to demonstrate that the project will benefit all Colorado ratepayers before it can include the balance.

In the meantime, the IBM grant will boost SmartGridCity in several ways. City officials will explore the project with IBM and Xcel in the next several weeks, but Boulder officials, in their grant application with IBM, said they would use the funds to develop new technology applications to support:

- Community action in community engagement.
- Sustainability indicators.
- Smart-grid-enabled energy management.

"We selected the city of Boulder because of its commitment to the use of data to make better decisions, and for its desire to explore and act on smarter solutions to their most pressing concerns," said Pete Lorenzen, IBM Boulder's senior location executive.

SmartGridCity has had its share of problems, but it also constitutes a noble effort to change how energy is delivered and monitored. We hope IBM's grant will help it reach its ultimate potential, and provide a better roadmap for future smart-grid projects.



## Merc 100 seeks fastest-growing firms BCBR program to honor top revenue growth May 17

**I**t's not easy for a company to grow in this economy. Lackluster financial performance has become all too common since 2008, at the onset of the Great Recession. Yet, some companies find a way, posting revenue gains and, hopefully, corresponding increases in profitability.

Identifying those companies that have grown during the past two years is the point of the Boulder County Business Report's Mercury 100 program, honoring the fastest-growing private companies in the Boulder Valley. Our research director, Beth Edwards has already begun her search for the fastest-growing companies, a process that will culminate with a reception May 17.

Among the criteria:

- Companies must be privately owned and based in Boulder or Broomfield counties.
- Locally based subsidiaries of national companies do not qualify.
- Companies will be ranked based on two-year revenue growth from 2008 to 2010.



**PUBLISHER'S  
NOTEBOOK**

Christopher Wood

- Companies must have posted 2008 revenue of at least \$150,000.
- Mercury 100 winners will be divided into two categories: those with revenue up to \$2 million, and those with revenue of more than \$2 million.

Information is compiled from a Business Report survey. If you want to ensure that your company is considered, please e-mail Beth Edwards at [bedwards@bcbcr.com](mailto:bedwards@bcbcr.com).

### Census conundrum

Missing: 2,775 residents.

Reward: Millions of dollars in federal grants.

The U.S. Census Bureau released results of the 2010 census last month, leaving Boulder city officials scratching their heads and wondering what happened to their missing residents.

Just last summer, the Census Bureau estimated Boulder's population at 100,160, but the official tally from the census put the number at just 97,385. City officials believe that the number is actually above 100,000.

While the difference might seem negligible, it means a lot in terms of federal dollars. The Colorado State Demography Office estimates that each resident brings in \$875 in federal funding annually, meaning that Boulder's missing 2,775 could translate into \$2.43 million in lost income. Plus, some federal funding kicks in at

100,000 in population.

Boulder city officials must determine by June 1, 2013, whether to challenge the census, but history is not encouraging: The city challenged the 2000 census, and lost.

Looking back at the last decade, other Boulder Valley communities posted stronger growth over 10 years than Boulder's 2.9 percent. Broomfield boomed with 46 percent growth, to 55,889, while Longmont increased by 21.3 percent, to 86,270 residents.

If those growth rates are repeated over the next decade — a big "if" — an interesting dynamic could emerge, with a significant shift in the region's "balance of power": Boulder would officially top 100k, with 100,209 residents, but the area's largest community would be Longmont, which could see its population surge to 104,645 if its 2000-2010 growth rate were repeated. Broomfield would grow to 81,597.

Longmont's emergence — someday — as Boulder County's largest community seems inevitable, with more land for development and Boulder's land-locked status.

Shifts in the region's population balance will be the trend to watch as we progress toward the next census in 2020.

Christopher Wood can be reached at 303-440-4950 or via e-mail at [cwood@bcbcr.com](mailto:cwood@bcbcr.com).

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## PROJECTS from 1A

other incentives such as investment tax credits for the same project.

Eligible projects include the installation of solar systems that generate electricity or heat or cool a building. Geothermal systems, types of fuel cells and combined heat and power systems are also on the lengthy list of qualifying projects.

The program is for businesses — residential projects do not qualify, and neither do projects for government or nonprofit entities.

“People are aware of the credits, but I don’t know if everyone’s aware of the grant,” said Shelley Owens, a CPA and tax manager of GHP Horwath PC, an accounting and business consulting firm.

To qualify for grants, the projects must be started by Dec. 31, 2011.

The program is intended to create jobs by getting businesses to spend on renewable energy projects and fill the gap left by diminished investor demand for tax credits, according to the U.S. Treasury Department report explaining the program. Expanding the use of clean and renewable energy is a long-term goal.

The Section 1603 program originally applied only to projects started in 2009 or 2010, but the program

“Right now it’s a matter of education. Most building owners and tenants don’t realize there are incentives out there, there’s money available out there.”

**Henry Mueller,**

PRINCIPAL,

HENRY MUELLER DESIGN INC.

was extended by the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010, which was signed into law Dec. 17.

The grants are tied to economic stimulus projects and are not permanent parts of the tax code.

“This isn’t something that’s going to be around for a very long time,” Owens said.

Through Feb. 25, the most recent report, the federal government has given out \$6.4 billion to 7,180 Section 1603 projects. Colorado has received \$154 million in grants for 349 projects that added 209.91 megawatts to the grid.

Another provision of the Tax Relief, Unemployment Insurance

Reauthorization and Job Creation Act changes how taxpayers can account for new energy efficient commercial building property.

Certain types of equipment such as improved interior lighting systems, heating, cooling, ventilation or hot water systems can be counted as expenses instead of capital expenditures. The equipment must be placed in service in the 2011 tax year.

Taxpayers could also write off the depreciation of the equipment at 50 percent or 100 percent in the first year. The value of the savings is determined by tax-code provisions pertaining to section 179, which deals with the taxation of business equipment.

Advocates for clean energy hope the grants and other tax incentives

encourage the owners of commercial properties to invest in energy efficiency.

“The biggest part of Boulder carbon footprint is in the commercial building industry,” said Henry Mueller, principal of Boulder-based Henry Mueller Design Inc. and a member of Boulder’s Climate Action Plan Advisory Group. Mueller estimates commercial properties consume as 60 percent to 70 percent of the electricity used in Boulder.

Mueller said combinations of tax incentives, utility rebates and government programs such as EnergySmart can almost cover the cost of installing systems or retrofitting buildings.

“Right now it’s a matter of education. Most building owners and tenants don’t realize there are incentives out there, there’s money available out there,” Mueller said.

There is also another, more familiar economic incentive that is particularly effective in the Boulder Valley market.

“Your building is more valuable if you do an energy improvement. It will rent for more, and it will sell for more,” said James Hartman, manager of Hartman Ely Investments LLC in Boulder.

## CALENDAR

### MARCH

**19** The DaVinci Institute is hosting a **Professional Speakers Boot Camp** from 8:30 a.m. to noon at the DaVinci Institute, 511 E. South Boulder Road in Louisville. Admission is \$69. For more information, call 303-666-4133, e-mail jan@davinciinstitute.com or visit www.davinciinstitute.com and click on events.

The **Superior Park Bike Big Days** begins between 9 and 10 a.m. at the Superior Bike Park, east of Rock Creek Parkway between The Horizons at Rock Creek and SaddleBrooke communities at Honey Creek Lane. Volunteers are needed to create the park. Tools, food, water and restroom facilities will be available. For more information, call 303-638-2024, e-mail aaron.atwell@gmail.com or visit www.superiorchamber.com and click on events.

**21** The Boulder Chamber is hosting a **Chamber Luncheon with Gov. John Hickenlooper** from 11:30 a.m. to 1 p.m. at the St Julien Hotel and Spa, 900 Walnut St. in Boulder. Admission is \$40 for members and \$55 for nonmembers. For more information, e-mail rachael.malone@boulderchamber.com or visit www.boulderchamber.com.

**22** The Longmont Area Chamber of Commerce is hosting a **Leads for Success** from 11:30 a.m. to 1 p.m. at the Dickens Tavern, 300 Main St. in Longmont. Admission is free. For more information, contact Shelley McLeod at 720-864-2878 or e-mail smcleod@longmontchamber.org.

The Boulder chapter of **MainStreetChamber** is hosting a networking event from 5 to 7 p.m. at the Greenbriar Inn, 8735 Foothills Highway in Boulder. For more information, call 720-524-3664, e-mail nick.meima@mainstreetchamber.org or visit http://my.mainstreetchamber.org/boulder.

The DaVinci Institute presents **Is There a Book in You? Learn How to Create, Develop and Publish a Book without being Hoodwinked** from 6 to 8:30 p.m. at the DaVinci Institute, 511 E. South Boulder Road in Louisville. Admission is \$69. For more information, call 303-666-4133, e-mail jan@davinciinstitute.com or visit www.davinciinstitute.com and click on events.

**23** The Lafayette Chamber of Commerce is hosting **Maximize Your Membership** from 8 to 9 a.m. at the chamber office, 1290 S. Public Road in Lafayette. For more information, call 303-666-9555

or e-mail info@lafayettechamber.com.

The Longmont Area Chamber of Commerce is hosting the networking group **Connections** from 8:30 to 9:30 a.m. at the Sun Rose Café, 379 Main St. in Longmont. Admission is free. For more information, e-mail smcleod@longmontchamber.org or call 720-864-2878.

The Superior Chamber of Commerce is hosting a **Wednesday Leads Group** from noon to 1:15 p.m. at Summit Bank & Trust, 2002 E. Coalton Road in Broomfield. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

The Longmont Area Chamber of Commerce is hosting a **Small Business Leads Group** from 4 to 5:30 p.m. at the Dickens Tavern, 300 Main St. in Longmont. For more information, e-mail smcleod@longmontchamber.org or call 720-864-2878.

**Boulder 2140** is hosting a Business After Hours from 5:30 to 7:30 p.m. at the Hotel Boulderado, 2115 13th St. in Boulder. Proceeds from the event will benefit the I Have A Dream Foundation. For more information, e-mail rachael.malone@boulderchamber.com or visit www.boulderchamber.com.

The **Erie Chamber of Commerce** is hosting a Business After Hours from 5:30 to 7:30 p.m. at the Erie Chamber, 235 Wells St. in Erie. For more information, call 303-828-3440 or e-mail Elle@eriechamber.org.

The **Foundation for Wellness Professionals** is hosting Five Ways to Maximize Your Health at 6:30 p.m. at Sunflower Market, 555 W. South Boulder Road in Lafayette. For more information, call 303-926-1575.

**24** The Longmont Area Chamber of Commerce is hosting **Lattes and Leads** from 8:15 to 9:30 a.m. at Jack’s Corner Café and American Bistro, 600 S. Airport Road, Building A, Unit A in Longmont. Admission is free. For more information, e-mail smcleod@longmontchamber.org or call 720-864-2878.

The **Stoll Foundation for Holistic Health** is hosting a holistic health lunch from noon to 1 p.m. at St. Andrew Presbyterian Church, 3700 Baseline Road in Boulder. For more information, call 303-527-2886 or e-mail info@stollfoundation.org.

The Superior Chamber of Commerce is hosting **Superior Women in Business** from noon to 1:15 p.m. at the Superior Chamber of Commerce conference room, 122 Williams St. in Superior. For more information, visit www.superiorchamber.com and

click on events.

The Boulder Chamber is hosting a **Thursday Leads Group** from noon to 1 p.m. at the chamber center, 2440 Pearl St. in Boulder. For more information, contact Ben Frenz, at 303-444-8800 or bfrenz@wradvisors.com.

The Broomfield Chamber of Commerce is hosting a **Business After Hours** from 5 to 8 p.m. at Century Chevrolet, 6105 W. 120th Ave. in Broomfield. For more information, e-mail Info@BroomfieldChamber.com.

**29** The **Boulder Writers Alliance** is meeting from 5:30 to 8:30 p.m. at the Boulder Public Library, 1001 Arapahoe Ave., Boulder Creek Room in Boulder. For more information, contact Deb Kolaras at 303-900-3387 or e-mail pr@bwa.org.

The **Education Matters Business Leadership Forum** featuring Colorado Sen. Mike Johnston will be from 7:30 to 9 a.m. at the UMC Glenn Miller Ballroom, 1600 Euclid Ave. in Boulder. Admission is \$25 and includes breakfast. For more information, e-mail rachael.malone@boulderchamber.com or visit www.boulderchamber.com.

**30** The Longmont Area Chamber of Commerce is hosting **Small Biz Net: The Small Business Jobs Act of 2010** from 8 to 9:30 a.m. Admission is free for members and \$10 for nonmembers. For more information, contact Jeff Simcock at 720-864-2872 or e-mail JSimcock@longmontchamber.org.

The Superior Chamber of Commerce is hosting a **Wednesday Leads Group** from noon to 1:15 p.m. at Summit Bank & Trust, 2002 E. Coalton Road in Broomfield. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

**31** The Boulder Chamber is hosting the **EnergySmart Forum** from 7:30 to 9 a.m. at the chamber center, 2440 Pearl St. in Boulder. A panel of business owners and representatives will speak about the most effective protocols, the challenges in implementation and the resources they have discovered in making companies green, efficient and sustainable. For more information, e-mail rachael.malone@boulderchamber.com or visit www.boulderchamber.com.

The Superior Chamber of Commerce is hosting the **Small Business Owner’s Mastermind** from 9 to 10 a.m. at the chamber center, 122 William St. in Superior. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

## NONPROFIT NETWORK

### BRIEFS

Nonprofit **36 Community Solutions** has handed out about \$70,000 in cash rebates to approximately 500 people who travelled to work without driving solo in the last two years. A \$150,000 federal grant is being used in part to fund the program, which is scheduled to expire at the end of this year.

### GOOD DEEDS

Residents at the Kalmia public housing site, supported by **Boulder Housing Partners**, have access to a new computer lab in the community center, thanks to a donation of computers from **Boulder Community Computers**, a nonprofit that bridges the digital divide for low-income families and helps reduce electronic waste; and a grant from **Elevations Credit Union**, which helped BHP with the purchase of a printer. Kalmia residents can take weekly basic computer skills classes taught by volunteer Randy Rothberg, an employee of the Boulder Valley Family Literacy Program. The six adults currently enrolled in classes cited a number of reasons for learning computer skills, which include a desire to improve their chances of gaining higher paying jobs and to help their children with homework. For information about help with housing needs, call 720-564-4610 or visit www.boulderhousing.org.

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May 17, 2011

# MERCURY 100



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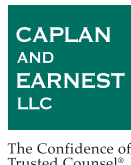
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