

# BOULDER COUNTY BUSINESS REPORT **\$1**



## LAW DIRECTORY

Firms, attorneys  
practicing in  
Boulder Valley  
Section B

Serving Boulder and Broomfield Counties  
Volume 30 | Issue 8 | April 1-14, 2011

### POWERING UP

*UQM Technologies Inc. producing electric motors for vehicles*



JONATHAN CASTNER

UQM Technologies Inc. designs and builds electric motors, generators and electronic controllers. UQM has about 80 employees and recently bought and moved into a 129,000-square foot production facility at 4120 Specialty Place east of Longmont in Weld County, where it will be able to produce more than 40,000 units per year. **See story, 11A.**

## Eves: Xcel wants to help Boulder reach energy goals

BY MICHAEL DAVIDSON  
mdavidson@bcbr.com

BOULDER — The head of Colorado's largest utility is confident his company can improve its relationship with Boulder as the city considers its energy future.

David Eves is the president and chief executive of the Public Service Company of Colorado, the unit of Xcel Energy Inc. that provides electricity and natural gas to consumers in Colorado.

Xcel Energy and Boulder have had a sometimes contentious relationship, which Eves and Craig Eicher, Xcel Energy area manager for Boulder, discussed with the Boulder County Business Report on March 22 following the latest CEO Roundtable.

"I do think the Boulder-Xcel Energy relationship, the partnership, provides benefits for both sides. I just think there's a win-win here. How we

➤ See **Eves, 15A**

## Credit unions poised to loan

*Udall's proposed bill would increase lending cap for small-business loans*

BY BETH POTTER  
bpotter@bcbr.com

BOULDER — Some area credit unions are chomping at the bit to be allowed to lend more money to business clients.

Credit unions currently are limited to lending no more than 12.25

percent of their total assets to small businesses. That lending amount could increase to 27.5 percent of a credit union's total assets if a bill passes that U.S. Sen. Mark Udall (D-Colorado) introduced earlier this month in the Senate.

Raising the lending cap also would create an estimated 100,000 new

jobs across the United States, according to the Credit Union Association of Colorado in Denver.

In Boulder, Elevations Credit Union hired Jay Champion to lead business lending and services. The former chief executive officer at Texans Commercial Capital LLC said the credit union plans to hire two business loan officers in the next 12 months, but it would probably hire four if the cap were raised. Elevations has about \$950 million in total assets.

➤ See **Loan, 7A**



DOUG STORUM

David Eves, president and chief executive of the Public Service Company of Colorado, said Xcel Energy Inc. is trying to become more flexible in its power supply so Boulder can receive electricity from cleaner sources such as renewables.

Visit [bcbr.com](http://bcbr.com) for breaking news



### CONTENTS

<b>Green Economy</b>	Awards .....7A	Job Resume.....9A	<b>LISTS</b>
UQM powering up .....11A	BCBRdaily .....2A	Nonprofit Network...27A	Employee-Benefits
<b>Lafayette Business</b>	Business Digest.....23A	On the Job .....8A	Companies.....10A
Interest up for SoLa .....16A	Calendar.....27A	Product Update .....19A	Mobile-Application
<b>Technology</b>	CEO Roundtable .....4A	Publisher's Notebook 26A	Developers.....21A
Platforms for apps .....20A	Editorial .....26A	Real Estate.....24A	Recycling Companies..14A
	Eye.....3A		



# BiOptix Diagnostics raises \$9 million in VC

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 BCBRDaily, an all local e-news report sent to your e-mail each weekday. Just click on "Register for E-Newsletters" at www.BCBR.com.

**BY BUSINESS REPORT STAFF**  
news@bcbr.com

**BOULDER** — Instrumentation firm BiOptix Diagnostics Inc. has raised \$9 million to market its products and to establish a subsidiary in Russia to make disposable bionanosensors, the company said.

The Russian Corporation for Nanotechnologies, or RUSNANO, invested in the Boulder-based company, along with Boulder Ventures Ltd., the Peierls Foundation and other private investors.

It's the first time the RUSNANO group has invested directly in an American company, Evgeny Evdokimov, managing director of the group, said in a press statement. The Russian subsidiary, BiOptix Nanoprom LLC, also plans to create a research and development presence that can partner with Russian researchers and others to come up with new customer applications for the technology, according to the press statement.

"This investment allows us to tap into new markets and resources that were unavailable to us in the past," said Richard Whitcomb, BiOptix's president and chief executive.

John "Jan" Hall, an adjunct professor of physics at the University of Colorado, developed the technology used in BiOptix's instrument. Hall was awarded a Nobel Prize for Physics in 2005.

## BCBRdaily

### TechStars receives VC

**BOULDER** — Startup accelerator TechStars, famous for matching startups with investors and mentors, announced Tuesday it has received some help of its own.

TechStars received \$8 million in new funding from more than 50 venture funds and more than 25 individual angel investors, the organization announced. Names of the funds and investors were not disclosed.

The money will fund its mentorship and startup boot camp efforts in Boulder, Boston, New York City and Seattle for the next four years, said Nicole Glaros, managing director of the program in Boulder where TechStars was founded.

Previously the organization has relied on smaller funding rounds held

every year or so until it proved it would be successful.

"We've got the future of the program for the next four years ensured," Glaros said.

Past TechStars graduates were among the latest round of investors, Glaros said.

"It's great to see that they've come to the point where they're investors themselves," she said.

TechStars provides up to \$18,000 in seed funding to startups. It is currently reviewing candidates for its summer 2011 program in Boulder, which begins May 10.

TechStars does not plan to use the money to fund expansion in other cities, TechStars cofounder and chief executive David Cohen told TechCrunch, a website that covers the tech industry.

"We're really trying to make sure the quality isn't affected. We're really about quality, not quantity," Glaros said.

According to TechCrunch, TechStars has raised \$11.5 million since its formation in 2007.

### ConocoPhillips aids CU

**BOULDER** — Houston-based energy firm ConocoPhillips Co. plans to give \$3.5 million to the new Jennie Smoly Caruthers Biotechnology Building for a wing to house the Uni-

versity of Colorado's department of chemical and biological engineering.

ConocoPhillips plans to follow up a \$1 million cash gift made in January with planned future gifts of \$2.5 million over the next two years, the CU Foundation said in a statement.

The Chemical and Biological Engineering department will be one of three-CU-Boulder departments to occupy the new 330,000-square-foot building on the east campus. The other two will be the Division of Biochemistry and the Colorado Initiative in Molecular Biotechnology, or CIMB, the CU Foundation said.

The gifts will name the ConocoPhillips Center for Energy Innovation, the CU Foundation said. The plan also is to bring two CU-Boulder research programs that ConocoPhillips currently supports under one roof - the Colorado Center for Biorefining and Biofuels, or C2B2, and the Renewable and Sustainable Energy Institute, or RASEI. ConocoPhillips currently sponsors more than \$2 million in CU-Boulder faculty research contracts for 2011-13.

### Genealogy search tool online

**BOULDER** — A Boulder software startup on March 23 launched what it claims is the first large-scale free search engine for genealogists.

► See **BCBRdaily, 22A**

## RESOURCEFULNESS



**SunEdison**  
Headquartered in  
Beltsville, Maryland



SunEdison is North America's largest solar energy services provider and operates across a global marketplace. They are passionate about making solar energy a viable and rewarding alternative to traditional energy sources. Partnering their passion with the legal counsel of Holland & Hart's Project Development & Finance Group, they activated the nation's largest photovoltaic solar plant in southern Colorado, shown here, to support substation loads for a major public utility. The plant deploys three types of solar technology in parallel to generate 17,000 megawatt hours a year. That's enough clean energy to power 1500 homes and offset the carbon emissions equivalent to cars driving 765 million miles. To learn about this and other SunEdison projects around the world, visit [www.sunedison.com](http://www.sunedison.com).

**Resourcefulness drives success.** Holland & Hart is proud to serve resourceful clients such as SunEdison because we, like them, constantly strive to generate ideas and provide innovative solutions for our clients. Visit our website to learn more about Holland & Hart.

**HOLLAND & HART**  
THE LAW OUT WEST

[www.hollandhart.com](http://www.hollandhart.com)

CONTACT: CHRIS GUNLIKSON (303) 473-2729  
ONE BOULDER PLAZA, 1800 BROADWAY, SUITE 300, BOULDER, CO 80302  
**BOULDER** ASPEN BILLINGS BOISE CARSON CITY CHEYENNE  
COLORADO SPRINGS DENVER DENVER TECH CENTER JACKSON HOLE  
LAS VEGAS RENO SALT LAKE CITY SANTA FE WASHINGTON D.C.



# Louisville passes medical-marijuana law

BY BETH POTTER  
bpotter@bcbr.com

LOUISVILLE — Medical-marijuana businesses are allowed to operate in two spots in Louisville — including the Colony Square Shopping Center where two are located — after the city council passed an ordinance on March 15.

The so-called “hotel district” on Coal Creek Circle near McCaslin Boulevard and U.S. 36 is one place where they’re allowed under new zoning rules, said Troy Russ, Louis-

ville’s planning director. The other spot is the Colony Square Shopping Center, where Compassionate Pain Management and AlterMeds currently operate, Russ said.

Centers are not allowed to be within 1,320 feet of each other under the new ordinance. Since the two centers currently operating are closer than that, city council members had to grandfather them in to the code, Russ said.

“We have been revising and modifying this ordinance since early fall/late summer of last year and had several meetings to vet this thing

through,” Russ said. “I feel very comfortable with the public process and adopted ordinance.”

In addition, centers may not operate within a 1,320-foot buffer zone from schools, public playgrounds, outdoor pools, outdoor education facilities serving children, alcohol or drug treatment facilities and residential child-care facilities.

Based on the new ordinance, potential new centers must pay a nonrefundable application fee of \$3,000 and a \$1,500 annual fee for city and police department compliance checks. Poten-

tial business owner also must pay \$100 for fingerprint and background checks.

In addition, if signage for a medical-marijuana center includes the word “marijuana,” it must be preceded by the word “medical,” Russ said. Councilman Bob Muckle asked that that information be included in the ordinance, and fellow council members agreed, he said.

The city of Louisville does not give out tax revenue information about the two centers in operation because of having only two, Russ said. Specifically, it is a competition issue, he said.

# Pet portraits



JONATHAN CASTNER

Sarah Hill, left, of Erie and Peggy Doyle of Boulder display some of the pet portraits they’ve created. The mother-daughter team runs S&P Design and has developed a method of transforming photographs of pets into what looks like hand-painted artwork.

## Designers make photos look like hand-painted artwork

BY ELIZABETH GOLD  
news@bcbr.com

BOULDER — Inspired by the painting of a dog hanging on an airport wall, Peggy Doyle decided to approach her business partner with a niche idea.

Since the new idea revolved around animals, her business focused on graphic design and her business partner owned a doggy daycare, the idea of putting it all together as a pet portrait service wasn’t a stretch.

With that, the mother/daughter team rolled pet art into their S&P Design business two years ago, utilizing skills in Photoshop to turn photographs of pets into what looks like hand-painted portraits.

Doyle’s daughter and business partner, Sarah Hill, (and Sarah’s husband, Tanner,) continue to run Rocky Hill Ranch doggy daycare in Erie.

“It’s taken a lot of experimenting in Photoshop, which is really deep, to be able to create something that

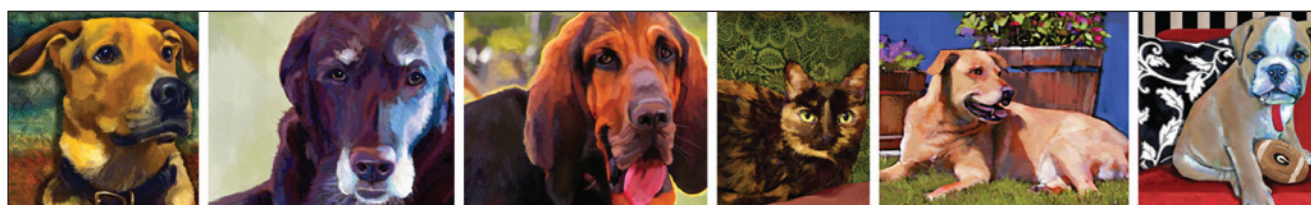
looks like a pastel painting,” Doyle said. “We add layer on top of layer on top of a digital photo until it looks like art.”

“We send a piece back and forth to work on each one together,” Hill explained. “It really helps to get someone else’s eyes on it after working on one for so long.”

The process takes an average of six to eight hours to complete.

To date, they have created about 60 custom pet portraits.

► See **Pet, 27A**



COURTESY S&P DESIGN

A sampling of S&P Design’s artsy pet portraits.

## Red Pine signs McDowell for ‘Mind’s Eye’

BOULDER — Red Pine Studios in Boulder, known for making digital films for corporate and commercial clients, has launched Black Wing Digital, a new brand to market its own feature film and documentary productions.

Black Wing Digital’s first feature film, “Mind’s Eye,” is in preproduction and is slated to begin shooting in Boulder in May. Based on an original screenplay by Mark Daniels, “Mind’s Eye” is a sci-fi psychological thriller that explores the collapse of space and time through the eyes of a high-school musician.

### THE EYE



“Mind’s Eye” will feature screen legend Malcolm McDowell as the orchestra director.

Producer Meryem Ersoz, the founder of Black Wing Digital, plans to book several Hollywood names to this first film. “We are thrilled to be bringing Malcolm McDowell to Boulder for our production. He has a wizardlike, magical quality that will enhance the vibe that we are trying to create with ‘Mind’s Eye.’”



McDowell

McDowell will be taking a break from Warner Bros. 40th-anniversary tour of “A Clockwork Orange,” the film which originally brought McDowell into the limelight, to fly from Europe to Boulder for the “Mind’s Eye” production. “We’re flattered that he thought enough of the script and the part to make this extra effort to participate in the film,” Ersoz said.

The film will be shot in Front Range locations, primarily in Boulder.



*Bring them to Buca...*

*...or Bring Buca to them!*

Buca di Beppo is your answer to one fabulous group dining experience. Our staff will organize and plan your events with one of our family-style banquet packages. Our Italian specialties are also available in Extra Large Party Pans To Go.

**BROOMFIELD**  
615 FLATIRON MARKET PLACE DRIVE • 303.464.7673

**LITTLETON**  
7301 SOUTH SANTA FE DRIVE • 303.738.3287

[bucadibeppo.com/corporate](http://bucadibeppo.com/corporate)

**Buca di BEPPO**  
Italian Restaurant

# Switch to alternative energy faces hurdles

## Infrastructure lags behind smart grids, e-cars

BY MICHAEL DAVIDSON  
mdavidson@bcbcr.com

BOULDER — Meeting high consumer expectations while developing and deploying new infrastructure and technology will be the keys to success if smart grids and electric vehicles are going to be successful, according to participants of the Boulder County Business Report's latest CEO Roundtable.

The meeting of top local executives and researchers in the energy industry on March 22 was dedicated to alternative transportation and smart grids.



The discussion focused on emerging technologies, keeping customers satisfied and solving the logistical and regulatory problems smart grids likely will create.

The promise is great, and key technologies are reaching the point where they can be deployed on the consumer market, said John LoPorto, president and chief executive of Power Tagging Technologies Inc., a Boulder company that is developing technology that would allow utilities to better track power production and consumption.

Plug-in vehicles soon will be able to travel from city to city and be charged anywhere. Utilities will be able to identify the vehicle and send the power bill to the proper owner.

"This will allow a plug-in vehicle to plug in anywhere," LoPorto said. "Any outlet anywhere is a viable public-access charging point."

But there are many issues that must be sorted out before smart grids can be deployed. They include devising price models, deploying billing systems, changing government regulations, standardizing technology and

### CEO ROUNDTABLES

The Boulder County Business Report conducts CEO Roundtable discussions monthly to address key issues facing companies and industries in Boulder and Broomfield counties. The CEO Roundtable is conducted in collaboration with Holland & Hart LLP and Ehrhardt Keefe Steiner & Hottman PC. The roundtables are closed to the public, but the Business Report reports on each roundtable in its print editions and posts video interviews with some participants on its Web site at [www.bcbcr.com](http://www.bcbcr.com).

#### 2011 schedule

- Jan. 25: Economy, published Feb. 4
- Feb. 22: Banking, published March 4
- March 22: Energy and Utilities, published April 1
- April 19: Natural Products, publishes April 29
- May 17: Green Business, publishes May 27
- June 14: Outdoors Industry, publishes June 24
- July 12: Real Estate, publishes July 22
- Aug. 9: Innovation, publishes Aug. 19
- Sept. 14: Health Care, publishes Sept. 30
- Oct. 18: Technology and Telecommunications, publishes Oct. 28
- Nov. 15: Bioscience, publishes Nov. 25

equipment and consumer education. "We have to come up with ideas to fix all of those challenges before we see this dramatic expansion of the market," said Craig Eicher, Boulder area manager for Xcel Energy Inc.

That work largely will be behind the scenes and, in some cases, will have little to do with technology itself. Regulations set by states governing how utilities operate will have to be updated, said David Eves, president and CEO of Public Service Company of Colorado, which is the Colorado division of Xcel Energy.

Regulations on who can sell energy to consumers are an example. Currently in Colorado, consumers can only buy power directly from a utility, Eves said. That regulation would have to change if third parties wanted to set up charging stations where electric vehicle owners could plug in

► See **Energy, 5A**



**Boulder Business & Professional Women Present**

## Young Careerist Program

WHEN: THURSDAY, APRIL 21, 2011  
FROM 5-8:30 PM.

Highlights achievements of women between age 21 and 35

Seeking YC Candidates and Exhibitors.  
YC Applications due April 4.

Thank you to YC Judges

Megan Shellman, President, Boulder Business and Professional Women  
Gordon Gray, Career Services Program Manager, YMCA of Boulder  
Debi Baydush, Baydush Simone Weaver Chief Investment Officer

Location: Spice of Life Event Center in Boulder  
A sell-out is expected. Register Early!

Info and Register now at [www.boulderbpw.org](http://www.boulderbpw.org)

Media Sponsors

BOULDER COUNTY  
**BUSINESS REPORT**



Sponsorships are still available. CALL 303-702-4437 TODAY

Boulder Business and Professional Women (BBPW) works for full participation, pay equity, and economic self-sufficiency for working women.

## BOULDER COUNTY BUSINESS REPORT

Volume 30 : Issue 8  
April 1-14, 2011

Copyright 2011. BizWest Media LLC.

Reproduction or use of editorial or graphic content without written permission is prohibited. The Boulder County Business Report (USPS 018-522, ISSN 1528-6320) Is published biweekly, with an extra issue in December, by Boulder Business Information BizWest Media., a Colorado corporation, 3180 Sterling Circle, Suite 201, Boulder, Colorado, 80301-2338.

Periodical Postage Paid at Boulder, CO and at additional mailing offices. Subscriptions are \$49.97. International subscriptions are \$180.00.

POSTMASTER; Send change of address notices to:

The Boulder County Business Report, P.O. Box 1399, Fort Collins, CO 80522.

(303) 440-4950 Fax: (303) 440-8954 E-mail: [cwood@bcbcr.com](mailto:cwood@bcbcr.com) Web: [www.BCBR.com](http://www.BCBR.com)



**ENERGY** from 4A

at a price.

Power companies also have to figure out ways to set fees to encourage vehicle owners to charge up at night or other times when demand is low, Eves said. True real-time pricing is a goal but is not imminent, he said.

The transition to smart grids and renewable energy sources will be a challenge for utilities, which are historically slow to evolve. They largely have mastered the job of providing cheap electricity to consumers and businesses, and there has not been much incentive to change, said Karthik Krishna, senior project engineer at Colorado Springs Utilities and a member of the National Institute of Standards and Technology's Smart Grid Interoperability Panel.

"For a century, this industry served the country well," Krishna said. "The rewards for innovation are not much, and the penalty for failure is huge."

There also is a shortage of scientists, technicians and executives able to design and run smart grids, said Julie Zinn Patti, director of operations at Spirae Inc., a Fort Collins-based consulting firm.

"We have encountered work force issues, trying to find the talent that we need to do smart grids," Patti said. Her company is helping the industry create training programs for workers.

Consumers will not have a lot of patience as utilities or companies work out the kinks.

"The consumer doesn't care about all those issues," said Eric Ridenour, CEO of UQM Technologies Inc., a Longmont-based company that develops electric motors and power systems for vehicles. "They just want the system to work."

For electric vehicles to be widely adopted, the user experience has to be pleasant, the vehicles have to be reliable, and the switch to electrification needs to be smooth.

"In the beginning, you have to over pamper the consumer so they don't get a bad taste," Ridenour said.

But the industry might catch a break. The first wave of electric vehi-



DOUG STORUM

John LoPorto, left, president and chief executive of Power Tagging Technologies Inc. in Boulder, said key technologies for smart grids and electric cars are reaching the point where they can be deployed on the consumer market. John Gartner, center, of Pike Research, and Stephen Lawrence of the University of Colorado, look on. Participants at the Boulder County Business Report's CEO Roundtable on energy said delivery systems and infrastructure need to be revamped before that can happen.

cle users will be early adopters willing to pay a bit more to be on the cutting edge of technology and help reduce carbon emissions.

Experience also has shown drivers figure out pretty quickly how to best use their vehicles to maximize performance, said Ben Holland, the outreach coordinator of the Rocky Mountain Institute. The nonprofit has offices in Boulder and Snowmass and focuses on promoting more efficient use of resources.

Early adopters also tend to be tech savvy enough that they understand how to charge vehicles in the cheapest and most efficient way, said Carl Lawrence, founder of Eetrex Inc., a Boulder-based electric and hybrid vehicle manufacturer.

But there's a final danger the industries face, said Ryan Ferrero, CEO of Green Garage LLC, an eco-friendly repair shop in Boulder and Denver, and that's paralysis by analysis.

Consumer demand for electric vehicles and smart grids exists, and people are getting tired of waiting. Other states

**CONSUMER DEMAND**  
for electric vehicles and smart grids exists, and people are getting tired of waiting. Other states are taking the lead with policies that strengthen the market while Colorado, which has the expertise to be a leader in the industry, is too focused on technical and policy issues.

Consumers and the free market, not scientists and analysts, ultimately will determine what works in a situation Ferrero likened to the auto industry in the early 20th century.

Companies and utilities will have to accept the fact that systems they invest a lot of time and money in might be dead ends.

"Unfortunately, some of those technologies are not going to stand the test of time," he said.

The roundtable was hosted by Holland & Hart LLP and Ehrhardt Keefe Steiner & Hottman PC at the offices of Holland & Hart.

**PARTICIPANTS**

Craig Eicher, Boulder area manager, Xcel Energy Inc.; David Eves, president and chief executive, Public Service Company of Colorado (an Xcel Energy company); Ryan Ferrero, chief executive, Green Garage; John Gartner, senior analyst, clean transportation, Pike Research; Ben Holland, outreach coordinator, Rocky Mountain Institute; Karthik Krishna, senior project engineer, Colorado Springs Utilities; Carl Lawrence, founder, Eetrex Inc.; John LoPorto, president and chief executive, Power Tagging Technologies Inc.; Stephen Lawrence, Deming Center for Entrepreneurship, CU Leeds School of Business/RETool-program; Luc Nadeau, principal, Boulder Hybrid Conversions; Julie Zinn Patti, director of operations, Spirae Inc.; Eric Ridenour, chief executive, UQM Technologies Inc. Moderator: Puneet Pasrich, program manager of the University of Colorado's REgrid program.

**CORRECTIONS**

In the Bank Notes column published March 18, information attributed to Bruce Robbins, president of FirstBank of Longmont, was incorrect. Robbins was referring to interchange fees, or the money retailers pay banks and transaction companies such as Visa when customers swipe their debit cards at stores. He was not talking about overdraft fees as the column incorrectly stated.

In the 2011 Boulder Valley MD Medical Wellness Directory, listings were incorrect for Rocky Mountain Cancer Centers in Boulder and Rocky Mountain CyberKnife. Here is the correct information.

Rocky Mountain Cancer Centers: 4715 Arapahoe Ave. Suite 100, Boulder, CO 80303; Phone: 303-385-2000; Fax: 303-444-1839; Website: www.coloradocancercenters.com; Services: Medical oncology, hematology, genetic counseling; Person in charge: Cynthia Chavez, director; Founded: 1983.

Rocky Mountain CyberKnife: 905 Alpine Ave., Boulder, CO 80304; Phone: 303-448-4620; Fax: 303-449-5807; Website: www.rockymountainck.com; Person in charge: Dr. Tyler Kemmis.

Also, the person in charge at Boulder Cancer Care was incorrect. Dr. Tyler Kemmis is in charge.

**COLORADO CAPITAL BANK**

*Step Up - Get More*

With the Step-Up CD, you won't miss out on bigger rates

With a Colorado Capital Bank Step-Up CD, you'll get a guaranteed rate, and if rates rise, you will have one, two or even three opportunities to step up to a higher rate based on the term of your CD.\*

- Minimum opening deposit of \$1,000
- Jumbo CDs with opening deposits of \$100,000 or more are also available
- 12-, 24-, or 36-month terms
- Step up your rate when interest rates rise
- Add money to your CD once, twice or three times based upon the term of the account

Now that's the way to step up and get more!

Call me today to open your new Step-Up CD:

**Amanda Donovan**  
Vice President -  
Treasury Management

303.660.7713

1434 Spruce Street  
Suite 100  
Boulder, CO 80302

www.coloradocapitalbank.com

\*The Fine Print  
The opening APY will be fixed for the term of the Certificate of Deposit or until a step up rate goes into effect. Rates are subject to change at any time and without notice. Additional minimum deposits of \$500 can be made at any time and will earn interest at the rate and APY the account is earning at the time of deposit. Fees could reduce the earnings on the account. Any early withdrawal or closure of the Certificate of Deposit, prior to maturity, may result in significant penalties. Please check with your local branch for complete terms and conditions.



# AMI opens medical-scan office in Louisville

BY BETH POTTER

bpotter@bcbr.com

LOUISVILLE — Medical-scanning company Advanced Medical Imaging plans to grow as more people with high-deductible insurance plans do comparison shopping on MRI prices and other scans.

The Denver-based imaging company has opened a \$2 million office at 972 W. Dillon Road in Louisville to complement its other office locations in Golden, in Denver at Interstate 25 and Speer, and in Thornton, said Jim Hueber, chief operations officer.

The office in Louisville helps the company round out its geographical reach into the northwest Denver metro area, Hueber said. A number of patients from this part of the metro area have used AMI's other facilities, he added.

Potential clients seem to be doing more "cost-shopping" these days, said Sue Sticka, AMI's director of operations. The company hands out price sheets to referral doctors in the metro area, she said.

"Most people are shopping around," Sticka said. "They can see the prices that we have, and hopefully that will appeal to them."

A magnetic resonance imaging scan costs at \$575 at AMI, Sticka



MICHAEL MYERS

Dr. Stephen Ross, a staff radiologist at Advanced Medical Imaging, performs dictation on a patient's radiology scans at the company's new office in Louisville.

said. The company's board-certified radiologists conduct CT scans starting at \$400 and ultrasound scans starting at about \$140, depending on the body part that is scanned, Sticka said. Patients also can have X-rays taken in Louisville.

Four employees and one radiologist are at the office, Hueber said. The company employs 25 radiologists in its four offices, and they can move from location to location, he said.

While prices vary widely per scan and per hospital, in general, area hos-

pitals say their costs for such scans are higher because they have more overhead costs in providing around-the-clock care and facilities.

For example, the price for an MRI can be \$750 to \$1,000 or so at Avista Adventist Hospital in Louisville, said John Sackett, Avista's chief executive. Any potential customer looking to find out how much an MRI costs at Avista should call and ask as the price can vary, depending on insurance, Sackett said.

"It can be competitive, there's no

doubt about it," Sackett said. "It's nice for them to publish their prices."

Hospitals also can have newer scanning equipment than radiology centers — an MRI scanner can cost \$1 million or more, Sackett said. AMI's office in Louisville has a new CT scan machine, Hueber said. Its MRI machine, the X-ray unit and the ultrasound machine were moved to Louisville from other locations, he said.

The CT scanner is a 16-row scanner, with the 16 being a measure of the number of detectors in a machine. CT units can be up to 128-row scanners these days, but the research-grade scanner isn't necessary for most scans, he said.

"It's like driving a race car on the highway. It's a little bit of overkill for something like that," Hueber said. "We don't do research, and we don't have emergencies, so we don't need the quicker scan times, and we prefer to control the radiation."

Hospital costs also can include extra staffers with additional forms of training available or on call around the clock, many said. For example, Boulder Community Hospital has a medical physicist on site to make sure radiation levels from equipment stay in the correct range, said Rich Sheehan, a Boulder Community Hospital spokesman.

## THE CAMPUS AT LONGMONT.com

### More than a Business Park, a TOTAL Business Environment.

- Prompt customer service
- Surrounded by world class companies
- Great recreational opportunities
- Restaurants and retail nearby

For More Information



Phone: 303.572.7700

**Scott Garel**  
scott.garel@grubb-ellis.com

**Joe Heath**  
joe.heath@grubb-ellis.com

**Don Misner**  
don.misner@grubb-ellis.com



Phone: 303.449.1420

**Becky Callan Gamble**  
bgamble@deancallan.com

**Hunter Barto**  
hbarto@deancallan.com

**Dryden Dunsmore**  
dryden@deancallan.com

Owned and Managed By  
**CIRCLE CAPITAL**



**LOANS** from 1A

“Raising the cap would allow us to make a more substantial impact on our community — to owner-occupied Main Street businesses, the types of businesses that everybody recognizes,” Champion said. “It definitely (would) help credit unions become bigger players. We do have money to loan.”

Credit unions were capped at the 12.25 percent commercial lending rate in 1998 in a political maneuver, said Tim Dore, a spokesman for the Credit Union Association of Colorado. Some banks are lobbying against the plan to raise lending limits, Dore said.

The Colorado Bankers Association, which represents most banks in Colorado, said the new legislation is an attempt by credit unions to “grab power.”

“We are opposed to that as we have been in the past,” said Don Childers, president of the Colorado Bankers Association.

But most credit unions have plenty of money to lend — they just don’t offer loans to small businesses because the 12.25 percent lending cap is so low, which makes it relatively unprofitable, Dore said. Customarily, a small business must be a credit union member to apply for a loan there.



“My bill would free up capital — without costing taxpayers a dime — so that credit unions can loan to local small businesses that need to make payroll, buy inventory or expand their businesses.”

**Mark Udall**

U.S. SENATOR,  
D-COLORADO

“This just frees up some money,” Dore said.

That certainly is true at Boulder Valley Credit Union, with \$224 million in assets, which does not do any business lending at the moment, said Rick Allen, president and chief executive officer. Mortgage refinancing has also dried up a bit as interest rates have gone up, leaving the financial institution searching for ways to lend more money. Several credit union members have asked him for more business lending services, and Allen said he wishes he could offer it to them.

Premier Members Federal Credit Union also would like to continue lending to small businesses,

said Carlos Pacheco, president. The financial institution has \$392 million in assets.

“Some of us (credit unions) are close to the cap, and we may have to stop helping small businesses,” Pacheco said. “We think credit unions in the not-for-profit model can provide a lot of benefit to small businesses in and around Boulder.”

Raising the cap would increase small-business lending by almost \$200 million in Colorado in the first year, according to the Credit Union National Association, a separate trade group. It would increase small business lending across the United States by more than \$10 billion the first year, according to estimates.

National bank lobbyists have spoken out against the raising the cap, said Jennifer Talhelm, a spokeswoman for Udall. Udall’s plan would be offered as part of the Small Business Innovation Research/Small Business Technology Transfer Reauthorization Act, which would help small businesses invest in technology research and create jobs, Udall’s office said in a press statement.

“My bill would free up capital — without costing taxpayers a dime — so that credit unions can loan to local small businesses that need to make payroll, buy inventory or expand their businesses,” Udall said in the statement.

**AWARDS**



*Drapkin*

Attorney **Michael Drapkin**, a partner in the intellectual property group at Holland & Hart LLP’s office in Boulder, was named the 2011 Silicon Flatirons Supporter of the Year, IP/IT. Drapkin was honored with the award at the organization’s 2011 awards banquet. Silicon Flatirons is a center at the University of Colorado that seeks to elevate the debate around technology policy issues.

Boulder-based **Symplified Inc.**, was named to trade publication AlwaysOn’s 2011 OnDemand 100 Top Private Companies, which recognizes top emerging Internet companies. Symplified, led by CEO Eric Olden, was selected for its pioneering approach to securing cloud computing and software-as-a-service. Also, Boulder-based **SendGrid Inc.**, a cloud-based e-mail service, was named to the publication’s 2011 OnDemand Ones to Watch list comprised of 15 companies. The AlwaysOn editorial team, along with partners at Morgan Stanley, KPMG, Hewlett-Packard, Blackstone Group, Bridge Bank, Fenwick & West, Silicon Valley Bank, and industry experts across the globe selected companies for the lists.

**Dawn Hinsch**, branch manager for Manpower in Louisville, was named to Manpower’s Circle of Stars, a national recognition program that honors high-performing salespeople who excel above and beyond their peers. Hinsch was among the top salespeople in Manpower’s North American organization in 2010 and earned a place at the Circle of Stars Recognition Event.

**Tom Pringle**, of Re/Max Alliance in Longmont, received the Hall of Fame Career Award from Re/Max LLC. He received his award at the Re/Max International Convention in Las Vegas for outstanding achievement in real estate.

**Dr. Sander Orent**, medical director of Arbor Occupational Medicine, which has operations in Boulder, Broomfield and Greenwood Village, was voted Outstanding Primary Care Physician for 2010 by Professionals in Workers’ Compensation at its annual awards banquet. Also, Leah Luther, physical therapist and medical director of Alpha Rehabilitation in Broomfield, was named Outstanding Rehabilitation Specialist for 2010.

**Sue Stapleton** of Play It Again Sports of Boulder received a Sales Excellence Award at the sporting goods resellers’ 2011 Winter Conference and Trade Show in Las Vegas, New Mexico.

**FOR ALL YOUR PRESENTATION NEEDS**  
AWARDS • EMBROIDERY • FRAMING • PROMOTIONAL PRODUCTS

Stop by our show room to see our selection of



**QUALITY AWARDS & GIFTS**

**BUSINESS SOLUTIONS UNLIMITED, INC.**

Boulder:  
DBA Boulder Trophy Shop  
1025 Rosewood Ave, Suite 104  
303-444-2341

Broomfield:  
DBA B&B Embroidery and Awards  
6801 W 117th Ave, Unit A6  
303-466-0013

**Computer Troubleshooters**

TECHNOLOGY SOLVED

**On-Site Small Business IT Specialists**

(303) **474-5307**

LOCAL SERVICE GLOBAL STRENGTH

**Specializing In:**

- Wired/Wireless network installation & support
- Internet/Email setup & support
- VoIP phone system installation & support
- Internet security & anti-virus protection
- 24/7 monitoring/backup services

**WWW.CTBOULDER.COM**

ENJOYED SINCE 1979

**BOULDER BEER**

**BREWERY & PUB**

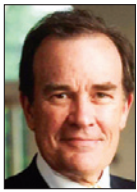
**NOW OPEN**

**SATURDAYS!**

12PM-8PM  
WITH FREE TOURS AT 2PM & 4PM



ON THE JOB



Ballantine



Chavez



Ferguson



Garrett



McGrath



Munn



Rosel



Sage



Salvati



Stevenson



Umble



Van Pelt

**ADVERTISING, COMMUNICATIONS**

Boulder-based Sterling-Rice Group, a brand strategy, innovation, design and communications firm, hired **Joe Salvati** as digital strategy and managing director. He will oversee the digital creative team and multiple client interactive campaigns. Salvati joins SRG most recently from Crispin, Porter + Bogusky where he led an integrated team of 30 people.

**ARCHITECTURE, CONSTRUCTION**

HW Home, a home furnishings retailer and interior design firm with operations in Boulder, Broomfield, Denver and Greenwood Village, hired **Philip Chavez**, **Alexis Garrett** and **Nic Ferguson** to its design team. Chavez graduated from the University of New Mexico in architectural design and art studio and studied at the University of Barcelona. Garrett studied political science and fine arts at the University of Colorado and completed her studies at the New York School of Interior Design. Ferguson graduated from the Art Institute of Colorado in interior design.

**ECONOMIC DEVELOPMENT**

**Todd Ballantine**, co-owner and director of science, education and sustainability for Boulder-based Ballantine Environmental Resources, joined the Boulder Chamber's Community Affairs Council. Ballantine, an award-winning environmental scientist, community leader, journalist and best-selling author, will advise the council on environmental and sustainability issues.

**EDUCATION**

The Institute of Business & Medical Careers Inc. in Longmont hired **Stacey Stolen** as associate director of career services. She will work as a liaison between students and local businesses looking to fill job openings.

University of Colorado Boulder appointed **John A. Stevenson** dean of the graduate school. Stevenson has held the position in an interim capacity since May 2009. Stevenson was chairman of the Department

of English from 1996 to 2004 and interim director of the Program for Writing and Rhetoric from 2001 to 2002. He joined the graduate school as associate vice chancellor for graduate education in 2005, and served as chairman of the Flagship 2030 Task Force on Graduate Education in 2008 before being appointed interim dean in May 2009.

**ENERGY**

**Shaun McGrath**, former deputy director of intergovernmental affairs in the Obama administration and Boulder mayor from 2007 to 2009, will become the executive director of the American Solar Energy Society on April 1. Founded in 1954, the American Solar Energy Society is a nonprofit that promotes advancement of renewable energy, energy efficiency and a national transition to a sustainable energy economy.

**ENGINEERING**

Broomfield-based MWH Global hired **Art Umble** as its Americas wastewater practice leader within its technology practice group. Umble has 25 years of engineering experience specializing in hydraulics, water resources and wastewater treatment. Umble will continue to develop frameworks for stakeholder coalitions in environmental policy and to serve as a technical adviser for the Water Environment Research Foundation, an independent scientific research organization dedicated to wastewater and stormwater issues.

**HEALTH CARE**

**Dr. Stephen Zakany** joined Marianna's L'Esthetique Medi Spa in Boulder as medical director. Zakany oversees all medical spa procedures at the facility and performs the administration of Botox and Dysport injections, as well as dermal fillers including Restylane, Juvederm, Perlane, Radiesse and the newly developed Sclerophyl. He administers HCG weight-loss injections and bio-identical hormone replacement therapy. He has been practicing medicine for more than 25 years. He earned his medical degree from the University of South Florida. He is board certified in family medicine

and a diplomat of the American Academy of Anti-Aging.

Medically Based Fitness, with operations in Boulder and Longmont, hired **Adrienne Rosel** as marketing director.

Digital Data Services Inc. in Longmont, a provider of geospatial information management products, appointed **David L. Drake** director of business development. Drake has more than 25 years experience in marketing, sales and business development for high technology companies. Drake will focus on developing strategic business relationships, identifying new market opportunities and introducing new products and services.

**HIGH TECH**

Boulder-based software firm Windward Reports, hired **Jeff Nissley** as director of sales and promoted **Lisa Harris** to vice president, marketing and strategic partnerships. Nissley has 15 years of technology sales and business development experience. His specialties include high-tech applications ranging from reporting solutions to telecom to 3-D computer-aided design. Harris has been with Windward for five years and has two decades of expertise in marketing technology products and services, publications, websites and conferences.

Longmont-based DigitalGlobe Inc. (NYSE: DGI), a provider of high-resolution earth imagery products, appointed **Amy Shapero** to the newly created position of vice president, corporate development. Shapero is responsible for identifying and managing acquisition and partnership activities worldwide to accelerate DigitalGlobe's growth in the imagery-based information services market. Previously, Shapero was chief financial officer of Spot Trading, a financial services firm.

**MANUFACTURING**

Boulder-based Justin's, a maker of all-natural peanut butter snacks, hired **Michael Draper** as natural sales manager. Draper joins Justin's after 10 years of sales

experience in the consumer goods, natural products and specialty markets. He majored in economics at the University of Iowa and previously worked for the Pepsi Bottling Group, GoLite and Pangea Organics.

Boulder-based Neve Designs, a specialty manufacturer of knit sweaters and accessories, hired **Kathy Carroll** as general manager. In this newly created position, Carroll will focus on internal organizational structure and execution as well as growing the brand domestically and internationally. Carroll has more than 20 years of experience in marketing, sales and management in the ski, outdoor, sport and financial products industries.

**NONPROFIT**

The Colorado Chautauqua Association in Boulder hired **Sandra Sage** as its new director of operations. Sage has more than 20 years experience in hotel operations, sales and marketing. She will oversee the nonprofit organization's lodging, facilities, preservation and public and private events. Previously, Sage was the general manager of the Stanley Hotel in Estes Park and at the Loews Denver Hotel and the Oxford Hotel in Denver.

**REAL ESTATE**

**Scott Munn** of Re/Max of Boulder Inc. earned the Certified Negotiation Expert designation from the Real Estate Negotiation Institute. Munn has more than 19 years experience in residential real estate.

**SERVICES**

Boulder-based Western Disposal Services Inc. hired **Sarah Van Pelt** as environmental coordinator. She will focus on commercial recycling. Van Pelt previously worked 14 years for the city of Boulder, most recently as the special projects coordinator in the Local Environmental Action division.

**STAFFING**

Broomfield-based Bolder Professional Placements, a division of Bolder Staffing, hired **Paul Olson**. He has a background in recruiting.

# Smart solutions for your business needs

We offer everything you value from a local business

- Expert assistance and personal service
- Flexibility to meet your growing and changing needs
- Responsive, dedicated support when you need it

...with everything you demand from a big business

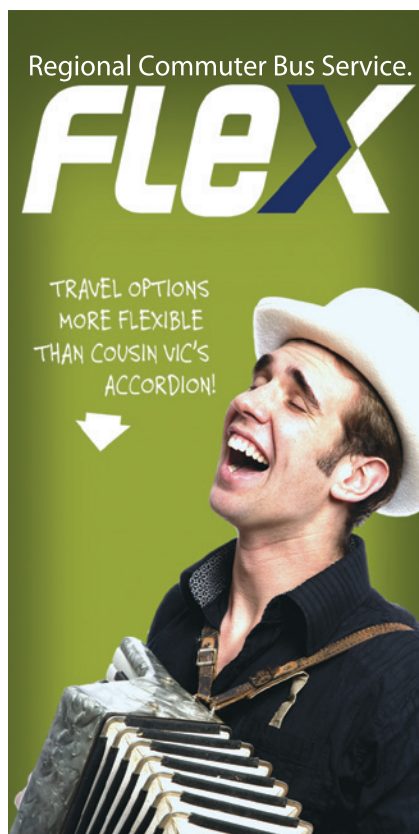
- over 40,000 items one day away
- Competitive value pricing and FREE local supply delivery
- No minimum order fee
- Powerful network of 31 nation wide distribution centers

Whether your business is large or small, we look forward to showing you why we are your single source for business products.



LOCALLY OWNED & SERVING COLORADO SINCE 1967

2418 30th Street • Boulder, CO 80301 • P: 303.447.0500 • F: 303.442.1765 • www.arrowoffice.com



Regional Commuter Bus Service.

# FLEX

TRAVEL OPTIONS MORE FLEXIBLE THAN COUSIN VIC'S ACCORDION!

SERVING NORTHERN COLORADO  
ALONG HWY 287  
FORT COLLINS - LONGMONT  
LOCAL & EXPRESS SERVICE  
MONDAY-SATURDAY

--RTD CONNECTIONS--  
DENVER & BOULDER

970.221.6620  
flexnoco.com

**STILL DRINKING BOTTLED WATER AT THE OFFICE?**  
Go Bottle-less for \$1 Day!

Purified water coolers  
Cleaner Greener Responsible  
720-320-6630  
clearH2Ocoolers.com

**EVOLVING**

NEW Innovative and Intuitive Website.  
NEW Division: Bolder Professional Placements.  
NEW Location with a Wider Reach.

THE RESOURCEFUL HUMAN RESOURCE™

BSI BOLDER STAFFING INC. BP2 BOLDER PROFESSIONAL PLACEMENTS

www.BSIHires.com or www.BP2Recruiting.com  
303.444.1445



# Divorce financial analyst looks at long term

Editor's note: Job Resume offers an inside look at different and sometimes unusual occupations.

BY ELIZABETH GOLD  
news@bcbcr.com

BOULDER — The pressure of deciding everything from who gets the house to who gets the dog can distract a divorcing couple from looking at how today's decisions will play out down the road.

## JOBRESUME

The results can be especially destructive if those decisions negatively impact how much the wife or husband actually will have to pay the bills after the settlement is complete.

As a financial consultant with Impact Wealth Advisors Ltd. in Boulder, Tara Mohr offers an additional value to her clients: she's a certified divorce financial analyst.

Working with a couple's lawyer, Mohr creates long-term financial projections for each person's working capital and net worth.

The data shows where each individual will be at a chosen future date, based on financial decisions at the time of the divorce settlement.

"For example, if the wife keeps the



MICHAEL MYERS

Tara Mohr, a financial consultant with Impact Wealth Advisors Ltd. in Boulder, offers an additional value to her clients: she's a certified divorce financial analyst. Working with a couple's lawyer, Mohr creates long-term financial projections for each person's working capital and net worth.

house and furniture and the husband keeps the 401(k) — both valued at \$350,000, the wife would starve," Mohr said. "It may look good on paper, but with nothing going in and out of the checking account she has no income."

She defined working capital as what you can actually spend. "And you can't spend your house."

Part of Mohr's service includes inputting a couple's financial information into a software program to create a graph that shows the net worth and working capital for each person in the

coming years. Her projections include tax implications and consequences of keeping or dividing assets.

Once the projections and implications are deciphered, she helps clients adjust as needed the three common areas of control: the division of assets, spousal support calculations and child support.

Impact Wealth Advisors charges a flat hourly rate for Mohr's work as a certified divorce financial analyst.

"Depending on the complexity of the case, that hourly rate will range from \$150 to \$300 an hour," she said.

"The range for how much time it takes is from 10 to 30 hours."

An added benefit is that Mohr is qualified as an expert witness in court in case a divorce ends up going to trial.

Mohr received her certification from the Institute for Divorce Financial Analysts, a national organization founded in 1993 that provides specialized training to accounting, financial, and legal professionals in pre-divorce financial planning field.

Her training focused on three modules: tax, financial issues and advanced financial issues. "It's basically everything that surrounds the money for division," she said.

Why would it benefit couples to use her services?

"Taxes change yearly and even mid-year. The tax picture in this country is constantly changing, and a person would need to stay on top of that," she explained. Staying on top of that, of course, is Mohr's profession as a financial consultant.

"I don't think anyone should get divorced without this," she added, explaining that her interest in getting the certification stemmed in part from her own divorce.

"I saw how difficult this was — navigating through financial aspects of the divorce. And even though I'm a trained financial professional and investment manager, it was difficult."

Connect with the most powerful buyers and sellers.  
Advertise in BCBR and grow your business in 2011

- 48% of Boulder County Business Report readers are the Owner/CEO/President of their company
- 53.5% get their local Banking & Finance business news from the bi-weekly pages of the Boulder County Business Report

BOULDER COUNTY BUSINESS REPORT

TAKE CONTROL OF YOUR WEBSITE™

FIND OUT HOW AT [BKmediagroup.com](http://BKmediagroup.com)

A website designed by BKMedia Group is a website created with the client in mind. Edit or add your own content from anywhere, anytime. Call or visit today for a no-obligation needs analysis meeting, and liberate yourself.

Drive more traffic to your website.  
Convert potential leads into clients.  
Make social media work for you.

print | web | exhibits | branding

**bkmediagroup** [www.bkmediagroup.com](http://www.bkmediagroup.com)  
303.651.2203

**BANKING, FINANCE + WEALTH MANAGEMENT ISSUE DATES:**

**April 15** featuring the List of Wealth Management Firms & Mortgage Lenders

**July 22** featuring the List of Venture Capital Firms

**October 14** featuring the Lists of Commercial Banks and Credit Unions (ranked by assets under management)

**CALL TODAY 303-440-4950 | www.BCBR.com**



# Innovation center's clients created 93 jobs

BY BETH POTTER  
bpotter@bcbcr.com

BOULDER — Clients of the Boulder Innovation Center created 93 new jobs and reported revenue of \$51.7 million in 2010, according to a report released Monday by the nonprofit business incubator based in Boulder.

The incubator surveyed more than 50 client companies it has worked with in the last five years to come up with the job and revenue information. Those companies are operating in six areas: clean technology/alternative energy, bioscience, general engineering, natural and organic, information technology software and aerospace,

said Tim Bour, the incubator's executive director.

Since 2006, those companies have created a total of 342 new jobs, paid \$52.8 million in wages and raised \$52.6 million in new capital, according to the report. New capital included money from so-called "angel" investors, venture capital investors, lines of credit and other funds, Bour said.

"We're really proud of the job creation," Bour said. "You can't go a day without hearing about the need for jobs. We're at ground zero for job creation in the area."

Separately, the incubator has helped create six companies in the

last three years that commercialize research from the University of Colorado and the Colorado School of Mines, Bour said. He declined to name the companies.

The incubator's \$250,000 annual budget pays for its three and a half staff. Funding comes from universities, the city of Boulder, the Boulder Chamber, other sponsors and the companies themselves. Some 900 volunteer advisers also work with the incubator and potential new companies. The incubator operates out of donated space at the Boulder offices of Ehrhardt, Keefe, Steiner & Hottman PC, or EKS&H, an accounting and business consulting

firm.

"We have worked with companies like Justin's (Nut Butter in Boulder) and others that have emerged as leaders in the industry," Bour said. "Say a company wants to expand into Whole Foods — we surround them with people who have scaled up food companies."

In addition, client companies and alumni companies leased almost 144,000 square feet of commercial space in Boulder County, according to the report.

For a list of the BIC's client companies visit online at <http://www.boulderinnovationcenter.com/BAB-PClients.html>.

# Workforce grant supplements job-training costs

BY BETH POTTER  
bpotter@bcbcr.com

LONGMONT — Companies looking for money to train new workers can get up to \$10,000 per employee from Workforce Boulder County.

A new \$100,000 federal grant is providing funding for the program, which is expected to help about 10 people, said Sara Miller, who handles business services for Workforce Boulder County, a government job-search program.

People who have been unemployed

for at least 19 weeks and who were laid off after Jan. 1, 2008 are the target potential employees, Miller said. Employers may offer jobs in a variety of areas, including energy auditing, medical coding and billing, drafting, accounting, project management, geographic information systems, pharmacy technicians and administrative assistants, among others, according to Workforce Boulder County.

"It's expensive to train people. We help supplement the training costs," Miller said. "In addition, it's been shown that people who have been

laid off for a longer period of time; it's harder for them to find employment. It's just a product of the economy."

Potential employees who have signed up for the program at the Workforce office are "high skilled and highly educated," Miller said. One has more than one master's degree. Others are former architects, draftsmen and accountants, she said.

"They have tons of experience. They were laid off, and they're struggling to get back in," Miller said. "This gives them a little piece of hope that maybe they can find something. Hope

is good."

Employers can be reimbursed 50 percent to 90 percent for costs associated with training a new employee. Costs are calculated based on the pay rate for the agreed upon training period. Jobs must be full-time permanent positions that pay at least \$15 per hour, according to Workforce Boulder County.

Companies interested in learning more about the program can call Miller at: 303-301-2922. Or send her an e-mail at [sara.miller@wfbcc.org](mailto:sara.miller@wfbcc.org). Workforce Boulder County has offices in Longmont and in Boulder.



## EMPLOYEE BENEFITS COMPANIES

(Companies in Boulder and Broomfield counties ranked by numbers of groups in force.\*)

RANK	PREV. RANK	Company	No. groups in force No. employees covered No. licensed producers Represent all CO carriers	Members of CSAHU** Combined years licensed experience Specialize in min./max. size groups HR/admin support	Person in charge Year founded Website
1	5	<b>VOLK &amp; BELL BENEFITS LLC</b> 2040 Terry St., Suite 101 Longmont, CO 80501 303-776-3105/N/A	705 9,000 20 Yes	Yes 287 1/500 Yes	Clair Volk, Manager John Bell, Principal 1987 <a href="http://www.vbbenefits.com">www.vbbenefits.com</a>
2	1	<b>PROFESSIONAL FINANCIAL SPECIALISTS INC.</b> 4735 Walnut St., W-200 Boulder, CO 80301 303-444-1234/303-444-6124	482 850 8 Yes	N/A N/A 1/500 Yes	Regan Turner, President 1988 <a href="http://www.psfinc.net">www.psfinc.net</a>
3	2	<b>DAVID A. MARSHALL &amp; ASSOCIATES</b> 2150 N. Sixth St., Suite E Broomfield, CO 80020 303-516-0522/303-516-0246	481 4,115 5 Yes	Yes 117 1/500 Yes	Dorothy Marshall, Vice President David A. Marshall, President 1991 <a href="http://www.davidamarshall.com">www.davidamarshall.com</a>
4	3	<b>CBIZ MEYERS DINING</b> 3011 Broadway Boulder, CO 80304 303-443-1586/303-443-7601	463 46,550 8 Yes	Yes N/A 2/10,000 Yes	Gary Meyers, Managing Director 1991 <a href="http://www.meyersdining.com">www.meyersdining.com</a>
5	4	<b>FIRST MAINSTREET INSURANCE LLC</b> 512 Fourth Ave. Longmont, CO 80501 303-776-5122/303-776-5495	391 6,808 1 Yes	Yes 24 4/500 Yes	Kurt Mann, Chief Benefits Consultant 1905 <a href="http://www.firstmainstreet.com">www.firstmainstreet.com</a>
6	6	<b>HOFGARD BENEFITS</b> 5353 Manhattan Circle, Suite 200 Boulder, CO 80303-1000 303-442-1000/303-449-0243	230 1,650 4 Yes	Yes 54 1/2,000 Yes	James Marsh, President 1956 <a href="http://www.hofgard.com">www.hofgard.com</a>
7	7	<b>KELMEG &amp; ASSOCIATES INC.</b> 7050 W. 120th Ave., Unit 205 Broomfield, CO 80020 303-466-9575/303-466-9233	160 1,438 2 Yes	No 30 1/100 Yes	Chip Murphy, CEO 1989 <a href="http://www.kelmeg.com">www.kelmeg.com</a>
8	8	<b>BLILEY INSURANCE GROUP LLC</b> 4730 Table Mesa Drive, Suite G-200 Boulder, CO 80305 303-494-8866/303-499-9853	N/A N/A 4 Yes	Yes 105 1/500 Yes	Lars Parkin, Broker 1977 <a href="http://www.blileyinsurancegroup.com">www.blileyinsurancegroup.com</a>
9	9	<b>TAGGART &amp; ASSOCIATES</b> 1600 Canyon Blvd., P.O. Box 147 Boulder, CO 80302 303-442-1484/303-442-8822	N/A N/A 3 Yes	N/A N/A 5/500 Yes	Denise Dougherty, Employee Benefits Department Mike Taggart, President 1933 <a href="http://www.taggartinsurance.com">www.taggartinsurance.com</a>
10	10	<b>PRECISION BUSINESS PLANNING ASSOCIATES INC. DBA MAIN STREET INSURANCE &amp; FINANCIAL SERVICES</b> 10598 Bald Eagle Circle Longmont, CO 80504 303-673-0700/303-776-3134	N/A N/A 2 Yes	No N/A 1/25 No	David Freeman, President 1995 N/A
NR	11	<b>MILESTONE INSURANCE</b> 457 Main St. Longmont, CO 80501 303-531-6100/303-774-0256	N/A N/A N/A N/A	N/A 1 N/A N/A	Carolynne Muldoon Carla Melton 2005 <a href="http://www.milestone-ins.com">www.milestone-ins.com</a>
NR	12	<b>SABO FINANCIAL GROUP INC.</b> 5360 Arapahoe Ave., Suite G Boulder, CO 80303 303-938-2690/303-444-2716	N/A N/A N/A Yes	Yes 1 N/A Yes	Steven Sabo 1989 <a href="http://www.sabofinancial.com">www.sabofinancial.com</a>

\*Number of groups in force refers to the number of businesses enrolled by the agency. \*\* Colorado State Association of Health Underwriters. Second ranking criteria is number of employees covered. Third ranking criteria is number of licensed producers. N/A: Not available. If your company should be on this list, please request a survey by e-mailing [research@bcbcr.com](mailto:research@bcbcr.com) or calling our research department at 303-440-4950.



# GREEN ECONOMY

BCBR.COM

13A | Project People plans green gatherings, 14A | Recycling Companies

## UQM Technologies powering up

*Electric-motor manufacturer has deals with Saab, Audi, Rolls-Royce, Proterra*



JONATHAN CASTNER

Process engineer Kip Atkinson loads a finished control system onto a pallet for shipment at UQM Technologies Inc.'s manufacturing plant near Longmont.

BY MICHAEL DAVIDSON  
mdavidson@bcbcr.com

LONGMONT — UQM Technologies Inc. specializes in getting a lot of power out of a very small space, although that's not much of a problem anymore.

UQM, which is based east of Longmont along Interstate 25 in Weld County, designs and builds high-efficiency electric motors, generators and electronic controllers. UQM has about 80 employees and recently bought and moved into a 129,000-square foot production facility at 4120 Specialty Place where it will be able to produce more than 40,000 units per year.

If the company's growth in the past two years is any indication — its old plant was 28,000 square feet — it really needs the extra space.

During that time UQM has won

a \$45 million grant from the U.S. Department of Energy, hired a new chief executive and signed a deal with an electric-car manufacturer that could put its electric motors into 20,000 vehicles in the next few years.

Eric Ridenour joined the company in September and became CEO on Dec. 1. Before coming to UQM, Ridenour was chief operating officer at Chrysler from 2005 to 2007, where he was responsible for a \$10 billion operating budget and a work force of 65,000 employees. William Rankin, Ridenour's predecessor, remains UQM's chairman.

Ridenour will oversee UQM as it greatly expands production to provide motors to CODA Automotive Inc., a privately held company based in Santa Monica, California. CODA is designing and building an all-electric four-

► See **UQM, 12A**



DOUG STORUM

Eric Ridenour joined UQM Technologies Inc. in September and became chief executive on Dec. 1. Before coming to UQM, Ridenour was chief operating officer at Chrysler from 2005 to 2007, where he was responsible for a \$10 billion operating budget and a work force of 65,000 employees.

## PUC approves restart of Solar Rewards program

BY BETH POTTER  
bpotter@bcbcr.com

DENVER — The Colorado Public Utilities Commission on March 18 approved a plan to restart Xcel Energy Inc.'s Solar Rewards program.

The program provides home and commercial power users with rebates if they install photovoltaic solar electric systems. Xcel Energy

suspended the program Feb. 17 after announcing it wanted to lower the amount it paid out in incentives.

Customers who sell solar power to Xcel will receive \$1.75 per watt to start, under the settlement approved by the PUC, compared with \$2.01 prior to Xcel stopped the program Feb. 17. At that point, Xcel said it wanted to lower the amount the utility would pay to

customers as incentives.

The plan also reduces the amount of subsidies the public utility pays up front to customers who install new solar energy panels, said Terry Bote, a PUC spokesman.

The settlement says that the price paid per watt will go down as more solar installations are added, according to the PUC. Xcel also will be allowed to cap the program

at \$97.3 million in 2011 to be rebated back to customers, Bote said.

Regulators also will take the next 12 to 14 months to examine the numbers carefully, Bote said. The program currently in the hole to the tune of about \$46.5 million, according to testimony made to the PUC Friday morning, a number expected to rise to about \$97 mil-

► See **Rewards, 14A**



**UQM** from 11A

door sedan that will be able to get 90 to 120 miles per charge and reach speeds of 80 miles per hour. It is expected to start production this year.

CODA will rely on UQM's PowerPhase 100 electric propulsion system, which delivers 100 kilowatts, the equivalent of 134 horsepower, of peak power. The motor is 11 inches in diameter and 10 inches long and weighs about 100 pounds.

UQM also has contracts with a growing number of established auto companies to provide motors for their test fleets of vehicles. The new, independent incarnation of Swedish carmaker Saab Automobile AB has ordered motors for 70 vehicles it is testing. Audi AG is using UQM components in its test fleet of A1 e-tron electric vehicles. On March 1, Rolls-Royce unveiled a prototype electric powered Phantom that uses two 145-kilowatt PowerPhase motors that can generate up to 388 horsepower. Rolls-Royce is testing the vehicle this year.

UQM also is supplying PowerPhase systems to Proterra Inc., which is building a zero emission, all-electric bus that can carry 68 passengers.

If those companies decide to keep working with UQM, the company will be adding more production lines to its plant and move closer to fulfilling the company's ambition.

"I wanted to start with a good company with a great product and grow it



JONATHAN CASTNER

Technician Shelly Swendson checks a controller termination panel cover prior to assembly at UQM Technologies Inc.

from a company with \$8 million in revenue into a company with \$100 million revenue," Ridenour said.

Just as UQM has room to grow, so does the industry.

"Electrification is here to stay. It's become abundantly clear to people in the industry the only way to meet future (emissions) standards is through electric vehicles," said Donald French, UQM's secretary, treasurer and chief financial officer. French has been with UQM since 1987.

Breakthrough vehicles such as the hybrid Toyota Prius, the predominately

electric Chevrolet Volt and the all-electric Nissan Leaf are showing consumers are willing to adopt the vehicles.

"Some of the fears about new technology and under-performance have all gone away," French said. "Right at the moment there seems to be more demand for these vehicles than there is supply."

Ridenour does not expect electric vehicles to completely displace gasoline and diesel powered vehicles, but they don't have to for companies such as UQM to become very successful.

"Electrification will be a significant part, but still a part of the total,"

he said, estimating in the best case hybrids and electrics could grow to 15 percent to 20 percent of the market in the next decade and 30 percent to 50 percent in the long run.

Families that own multiple cars are likely to have one electric vehicle for the daily commute and a petroleum or diesel vehicle for longer trips, French said. Some industries, like public transportation, will greatly benefit from electrification, while others, like long-haul trucking, probably will continue to rely on current technology.

"I don't think they will fully take over everything," Ridenour said of electric vehicles. "There are clearly key markets where (the technology) is perfect. There are others where it's good, and others where it's not."

There also are very significant obstacles that must be overcome. Developing low-weight, powerful, high-capacity batteries that are cheap and building power grids to charge them are the breakthroughs needed for electric vehicles to become mainstream.

Progress is being made on those fronts, but companies like UQM still are in a holding pattern until the breakthrough comes, and no one is certain when that will be.

"Almost everybody in this business is in the same position," Ridenour said.

But that's not keeping anyone on the sidelines. Major companies like Magna

► See **UQM, 22A**

More energy.

Our lawyers collaborate with new energy and clean technology companies on the full range of business issues, transactions and litigation. The result? **More Together®**

**FAEGRE & BENSON**  
LLP

faegre.com

USA | UK | China

For more information, please call Rex O'Neal at (303) 447-7771.



# New company touts value of 'green' gatherings

*Clients given pointers on how to make event easy on environment*

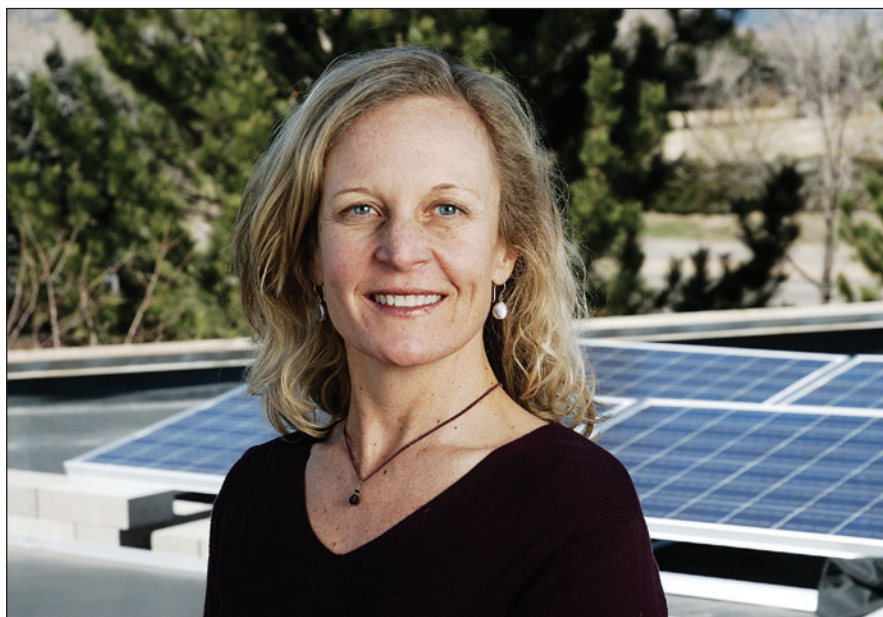
**BY BETH POTTER**  
bpotter@bcbr.com

BOULDER — When Project People LLC founder Beth Powell is at a conference, it always strikes her how much planners could save if they asked attendees to bring their own cups.

"You could reduce your event costs dramatically by asking people to bring their own coffee mugs or water bottles," Powell said.

The ecologically friendly event planner said she practices what she preaches by hiring organic caterers who bring their own dishes and silverware to events as much as possible. At a recent Geological Society of America event in Boulder, for example, Powell hired a caterer who made organic food and brought dishes.

At the end of the event — a celebration of the group's new solar panels on the roof — members of the company's "green team" also did some dishes, said Todd Berggren, director of IT and corporate services. Part of the nonprofit group's mission statement is to work with the earth, he said. Employees have a goal of "zero waste" at work, meaning nothing



MICHAEL MYERS

Beth Powell recently founded Project People LLC, a green events and community relations firm in Boulder. Seen here on the roof of the Geological Society of America in Boulder, one of her clients, Powell said green events can include the use of paperless invitations, organic catering, and zero-waste and composting services.

should be thrown away that can't be recycled or composted.

"Any other dishes, other than they had, we would wash in our kitchen," Berggren said of the solar panel event. "We have recycling here, for bottles. Stuff that went into the trash can was limited. We tried to make it pretty much zero waste."

Neither Powell nor Berggren had specific price estimates for the cost of

doing dishes versus using disposable dishes, although reuse is generally seen as being cheaper.

"It's always more environmentally friendly to wash ceramic cups and plates than to do compostables," Powell said.

When Powell plans an event, she uses other environmentally friendly tricks as well. She encourages companies to use e-mail invitations rather than printed invitations to save paper.

She has found some comparable-priced items where recycled items and traditional items are a similar cost, including name badges that use recycled paper.

If it appears like a "green" item will cost more than the traditional item, Powell said she explains the marketing and branding benefits to the client of putting on environmentally friendly events. As an example, a "zero-waste kit" from the Boulder nonprofit Eco-Cycle costs about \$1 per event attendee, depending on how big the event is, Powell pointed out. The kits include compostable tableware, compostable collection boxes and liner bags for them, among other things.

And more area coffee shops appear to be buying and using compostable coffee cups, which are slightly more expensive than traditional carry-out cardboard or Styrofoam cups, she said.

"It costs more, but it's worth it to show their customers that they're conscious of the environment," Powell said.

A Spice of Life Catering Services, also in Boulder, switched to compostable tableware several years ago from disposable tableware, which often goes in the trash, and "never looked back," said co-owner Dan Bruckner. Prices of clear plastic tableware and compostable tableware are now "comparable," as compostables

► See **Gatherings, 22A**

## City of Boulder Presents **greenfrontier** fest

**Sunday, May 1st**  
**10 AM - 4 PM : FREE**  
[greenfrontierfest.com](http://greenfrontierfest.com)

**An outdoor celebration of sustainability in downtown Boulder's Central Park!**

featuring the 5th Annual   
**PRODUCT & SERVICE FAIR**



Green Frontier Fest is made possible by the following sponsors:

City of Boulder | **ReDirect Guide** |  CENTER FOR ReSource CONSERVATION Conservation Starts Here |  SPECIAL EVENTS | BOULDER COUNTY BUSINESS REPORT |  COLORADO AUDIO GROUP | Boulder Green Building Guild Sponsors: Mountain High Appliance, Namaste Solar, Bank of America Home Loans, SolarGlass Window & Door, Governor's Energy Office, Boulder County, Flatirons Bank





# RECYCLING COMPANIES

(Companies serving Boulder and Broomfield counties ranked by revenue. \*)

RANK	PREV. RANK	Company	Revenue 2010 Percent of business: corporate	Employees-Local Employees worldwide	Products/Services	Person in Charge Title Year Founded Website
1	1	<b>ECO-CYCLE INC.</b> 5030 Pearl St. Boulder, CO 80301 303-444-6634/303-444-6647	\$4,500,000 N/A	70 N/A	Operates the Eco-Cycle/City of Boulder Center for Hard-to-Recycle Materials and manages the Boulder County Recycling Center. Helps local businesses, schools, community events, local governments and individuals work toward zero waste by offering recycling, composting and purchasing services, education and consulting.	Eric Lombardi, Executive Director Marti Matsch, Communications Director 1976 www.ecocycle.org
2	2	<b>GREEN GIRL RECYCLING SERVICES</b> P.O. Box 324 Jamestown, CO 80455 303-442-7535/303-459-1012	\$505,000 85%	8 0	Offers residential and commercial recycling services in Boulder, Larimer and Weld counties. Specializes in hard-to-reach areas (mountain communities) and provides front-door pickup service to all restaurant, office, small and large commercial sites. Also offers data destruction and electronic recycling services.	Bridget Johnson, Owner 1999 www.greengirlrecycling.com
3	3	<b>WESTERN DISPOSAL SERVICES INC.</b> 5880 Butte Mill Road Boulder, CO 80301 303-444-2037/303-444-7509	N/A 50%	130 130	Provides collection, recycling and disposal services to residential and commercial customers.	Gary Horton, President 1970 www.westerndisposal.com
4	4	<b>WISE RECYCLING LLC</b> 622 Missouri Ave. Longmont, CO 80501 303-485-0064/303-485-0064	N/A N/A	100 100	Nonferrous metals.	James Wurth, Manager 1998 www.wiserecycling.com
5	5	<b>ROCKY MOUNTAIN RECYCLING</b> 6510 Brighton Blvd. Commerce City, CO 80022 303-288-6868/303-288-0250	N/A N/A	50 50	Ferrous and nonferrous metals.	Larry Odle, President 1936 www.mountainrecycling.com
6	6	<b>BENSON &amp; BENSON METALS CO.</b> 6885 Lowell Blvd. Westminster, CO 80221 303-650-6312/303-650-6377	N/A N/A	15 15	Nonferrous metals, catalytic converters.	Leonard Benson, Owner 1989 N/A
7	NR	<b>RESOURCE - RECLAIMED BUILDING MATERIALS</b> 6400 Arapahoe Road Boulder, CO 80303 303-419-5418/303-440-0703	N/A N/A	15 15	Provides landfill diversion programs, including the ReSource Yards in Boulder and Fort Collins that promote deconstruction, accepts reusable building material donations and sells reclaimed building materials. Also designs and builds furniture from reclaimed building materials. Provides the community access to a comprehensive, centralized tool inventory.	Shaun LaBarre, ReSource Director 1996 www.ReSourceYard.org
8	NR	<b>G&amp;S CRUSON ENTERPRISES INC. DBA MOUNTAIN RECYCLERS</b> 805 S. Lincoln St. Longmont, CO 80501 303-682-3171	N/A N/A	9 9	Corporate and residential recycling services in Colorado and Wyoming. Electronics, computer and garden plastics recycling, injection molding runners and bad parts.	Gary Cruson, Owner 1995 www.mountainrecyclers.com
9	7	<b>HAUL AWAY RECYCLING INC.</b> P.O. Box 19091 Boulder, CO 80308 303-931-7398	N/A N/A	8 8	Salvage of materials from buildings: cardboard, metals, clean scrapwood.	Russ Callas, Owner 2000 www.haulawayrecycling.com
10	9	<b>CANLAND RECYCLING</b> 6141 N. Federal Blvd. Denver, CO 80221 303-426-4141	N/A N/A	5 5	Aluminum cans, other aluminum, copper, brass, insulated wire, stainless (not all), magnesium, nickel, lead, zinc and some other non-ferrous metals.	Patty Pyell, Owner N/A www.canlandrecycling.com
11	10	<b>THE WIRELESS ALLIANCE LLC</b> 5763 Arapahoe Ave., Warehouse G Boulder, CO 80303 303-543-7477/303-543-7677	N/A N/A	5 5	Recycles wireless waste.	Jonathan Newman, Vice President 2001 www.thewirelessalliance.com
12	12	<b>WESTERN ALUMINUM RECYCLING</b> 3280 Valmont Road, Unit C Boulder, CO 80301-2112 303-447-0252/303-447-0252	N/A N/A	5 5	Nonferrous metals.	Brad Barlow, Co-owner Dale Barlow, Co-owner 1988 N/A
13	11	<b>ACTION RECYCLING</b> 7610 W. 42nd Ave. Wheat Ridge, CO 80033 303-424-1600/303-424-4245	N/A N/A	4 4	Nonferrous metals, electronics.	Patty Pyell, Owner 1990 www.actionrecyclingcenter.com
14	13	<b>ARVADA RECYCLING</b> 9630 Ralston Road Arvada, CO 80004 303-423-4189/303-423-4189	N/A N/A	3 3	Nonferrous metals, newspapers, magazines, white paper, phone books.	W. Mark Nottke, Owner 1989 www.arvadarecycling.com
15	14	<b>UNWANTED APPLIANCES HAULED AWAY</b> 2300 W. Second Ave., Unit 3 Denver, CO 80223 303-430-7142	N/A N/A	3 3	Appliances, metals.	Joe Arner, Owner N/A www.unwanted.com
16	15	<b>REPUBLIC SERVICES OF COLORADO</b> 5475 E. 74th Ave. Commerce City, CO 80002 303-332-4235/303-288-0305	N/A N/A	N/A N/A	Trash hauling.	N/A www.republicservices.com

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

\*Second ranking criterion is number of employees.

## REWARDS from 12A

lion in 2011, Bote said.

"The commissioners want to be careful that nobody sees this as a precedent for the future, and they expect to more fully examine this issue in the 2012 renewable energy standard compliance plan," Bote said.

The approved settlement also allows Xcel Energy to accept up to an additional 60 megawatts of solar installation applications, the PUC said. When the program started, Xcel estimated that customers would build new solar panel projects at a rate of about 20 megawatts per year, said Michelle Aguayo, an Xcel spokeswoman.

In essence, the solar power industry took off in recent years faster than

the subsidy money to pay for it could keep up, Aguayo said. Customers pay for the solar incentive program through a 2 percent surcharge on their monthly electric bills to support solar and other renewable energy development.

"It's an industry that has continued to grow and provide a product that people are interested in," Aguayo said.

When Solar Rewards was started in 2006, the intent of the public utility was to subsidize customers' new solar panel projects by about half, Aguayo said. At that time, the price per watt to build systems was about \$9, she said. But that price has dropped to about \$4.50 per watt,

meaning Xcel pays about 75 percent of the cost and the customer pays 25 percent of the cost.

"This settlement is something we were pleased with as a party to the table in the negotiation," Aguayo said. "We knew this settlement would give us time and a road map to follow in the next 12 to 14 months."

Commercial solar panel installation companies expect to see an initial surge of sales as a result of the PUC's approval, said Blake Jones, co-founder and chief executive of Namaste Solar Electric Inc. in Boulder. But over the next 12 months, the market could get smaller, since the incentive amount is going down, he said.

"Over the course of the next 12 months, it will be interesting to see how the market responds if the incentives have gone down," Jones said. "We want to adjust our business plans appropriately."

The company had planned to expand to expand its workforce by up to 24 people in 2011 but decided to lay off 12 when the Solar Rewards program was suspended last month, Jones said. Namaste employed 75 to 80 people before that happened, he said.

Namaste hopes to hire back the employees it laid off, but, "we're going to proceed much more cautiously than we were planning to at the beginning of the year," Jones said.



**EVES** from 1A

get there, time will tell," Eves said. Much of the conversation focused on three Xcel Energy programs specific to Boulder —the company's future relationship with Boulder as the city considers whether it should municipalize its power grid, the future of the Valmont coal-burning power plant and the troubled history of the SmartGridCity program.

Boulder City Council in August 2010 decided not to renew its long-term franchise agreement with Xcel Energy. City staffers are now working with residents to come up with an energy plan that might not include Xcel Energy.

The city's goals are to find cleaner energy sources and a system where it has more say over how the system is run and what sources are used.

Xcel Energy is waiting for Boulder to decide what it wants to do and would be willing to discuss being part of the plan, Eves said.

The company is trying to become more flexible in its power supply so Boulder can receive electricity from cleaner sources such as renewables, Eves said.

To that end, and to comply with the state Clean Air, Clean Jobs Act, Xcel Energy will shut down the coal-burning power generators at the Valmont power plant by the end of 2017. The natural-gas generator will remain in operation.

A continued relationship makes sense for both sides, Eicher said.

"We think we can help the city meet its goal far sooner than if they worked with anyone else," Eicher said.

Xcel Energy, city officials and the public need to have a balanced discussion about the merits of cooperation or separation, the hurdles the city will face if it wants to create its own power supplier and the technical and legal difficulties of sorting everything out.

"It hasn't happened to this point," Eicher said.

Eves also addressed the troubled SmartGridCity program.

SmartGridCity began in 2008 as a pilot project to test the deployment of new smart grid technology on a city-wide scale. The intent of the project was to find which technologies will help technologies better manage the power grid and help consumers monitor and more efficiently manage their power consumption. Improving the environment by reducing carbon emissions is a major goal of smart grid backers.

As part of the project Xcel Energy installed 23,000 smart meters in homes and businesses. Xcel Energy expected to pay \$15.3 million to build the system.

Despite a highly publicized rollout, SmartGridCity has faced a troubled start. The project has proven far more expensive than predicted, especially

the construction of the fiber optic network that transmits power usage data. The cost is now an estimated \$44.5 million, and in January the Colorado Public Utilities Commissions ruled Xcel Energy customers would have to pick up two-thirds of the tab.

Eves admitted the project has faced difficulties, but said the program "has been a success" in many regards.

"In retrospect, it made sense to do the project. You don't know what you don't know until you test it," Eves said. "We got good, hard results. We know what to do or what not to do."

Xcel Energy has learned much about the technology needed to run the grid,

he said, and the company said response times to outages are shorter and voltage fluctuations have decreased. Unfortunately those advances are not readily apparent to customers.

"They are behind the scenes. (Consumers) don't see them," Eves said.

Eves admits Xcel Energy and its partners in the project might have let the early hype about SmartGridCity get out of hand. Even the name may have been somewhat misguided, suggesting a fully developed and tested smart grid was ready to be deployed, Eves said.

"We just naturally let people get expectations that were too high," he said.

BALANCING YOUR COMPANY'S CARBON FOOTPRINT IS NOT A TOWERING COST LIKE YOU THINK. YOU HAVE THE WILL. WE HAVE THE WAY.

**Colorado Carbon Fund.org**  
Offset Now

Reduce your own carbon footprint and support greenhouse gas reduction projects here in our state.



**Take advantage of rapidly decreasing rebates!**

These incentives will not be available for long

- 30% Federal Tax Grant for Commercial Clients
- Performance based incentives
- 100% first-year bonus depreciation!

**Call a Lighthouse Solar representative today to reserve your rebates before they are gone!**

**(303) 638-4562**



www.lighthousesolar.com | 303.638.4562

**Get a Green Education**  
Get the skills and knowledge you need to gain a sustainable edge.

- Green Building Certificate – Denver or Online
- Green Homes Certificate – Denver or Online
- LEED® Exam Preparation Course – Online
- Efficient Energy Systems & Daylighting Course – Online
- HVAC Systems Course – Online
- Renewable Energy Systems Course – Online

**Register Today!**  
[www.CSUGreenLearning.com](http://www.CSUGreenLearning.com)

**Colorado State University**  
Continuing Education  
and The Institute for the Built Environment



# LAFAYETTE BUSINESS

BCBR.COM

## 17A | Lafayette Lumber holds its own



COURTESY RAUFEISEN DEVELOPMENT

An architectural elevation rendering shows what the northern view of a proposed hotel at SoLa in Louisville might look like. Sola is located north of Exempla Good Samaritan Medical Center.

# Interest revived in SoLa near Exempla

*Hotel, restaurant, bank, apartments on tap in Lafayette*

BY BETH POTTER

bpotter@bcbcr.com

LAFAYETTE — A 110-room Hampton Inn & Suites hotel could be the next building to go up at the SoLa development at the northeast corner of U.S. Highway 287 and Exempla Drive in Lafayette, according to the developer.

While the name of the hotel company has not been formally announced, the goal is a Hampton, which is owned by the Hilton Hotel chain, said Todd Raufeisen, principal of Raufeisen Development, based in Rock Island, Illinois, which is handling the project.

Raufeisen said he also is in negotiations with a bank for the corner as well as a sit-down chain restaurant. Names and other specifics will be announced in April, he said.

Lafayette city officials are looking forward to the hotel development, said Phillip Patterson, Lafayette's community development director. About 28 acres of the 80-acre parcel is available for the hotel and other businesses, Patterson said.

"We still have a lot of faith in SoLa," Patterson said. "The deal for Lafayette, is, we don't have a true hotel, and a hotel by the hospital would be a viable thing."

Next up at the SoLa site could be the up-to-\$28 million, 240-unit Habitat apartment complex, said Ken Kiken, owner of Milestone Development Group in Denver, which plans to develop the site. Building could start on the 12-acre complex next spring, if city approvals go as planned, Kiken said.

The new complex will have its own park, a five-lap lane pool, a hot tub, a 6,000-square-foot clubhouse, a 2,000-square-foot fitness center,



DOUG STORUM

Sunflower Farmers Market and several new tenants such as a Dollar Tree store, Goodwill thrift store and Jax Mercantile have helped fill the void in the Waneka Marketplace at South Boulder Road and U.S. Highway 287 in Lafayette following the closing of an Albertsons and an Ace Hardware in recent years.

a "dog wash" area, five outdoor barbecue areas and trails that connect to the existing Boulder County path system, Kiken said.

"There is actually a huge demand for new rental communities with high-end amenities," Kiken said. "The reason being is that a lot of people who can't get mortgages, or can't buy homes are going back into the rental pool."

If approved, Habitat will follow the \$27 million, 264-unit Prana apartment complex next door, which has been open for five months and is 61 percent leased, Kiken said. Bank financing is insured by the federal Housing and Urban Development office, he said. The hospital and nearby Kaiser Permanente Orthopedics

office next to it offer a ready-made potential market of renters for the new homes, he said.

The target market is a 29-year-old, young professional worker, Kiken said. Another potential renter is someone who works in Boulder but who can't afford Boulder rental prices, he said, adding that Boulder is "seven minutes by car" from the site.

### Rehabilitation center

Construction on an Azura Living rehabilitation center north of the Exempla Good Samaritan Medical Center is slated to start this summer, Raufeisen said.

The new 54,000-square-foot facility will have 72 private suites and

will offer short-term transitional rehabilitation services, according to Raufeisen's website. It is expected to employ more than 100 people when it opens next spring.

A new Dairy Queen/Orange Julius restaurant opened nearby in March, Patterson said.

### Filling retail space

In Countryside Village on South Boulder Road, Flatirons Community Church is moving into 155,000 square feet of space that used to house Albertsons and a Wal-Mart.

Church officials also will build a parking lot on the north side of the church to almost double the amount

► See **SoLa, 18A**



# Lafayette Lumber holds own against big-boxes

*Experienced workers, conservative style help store survive recession*

BY MICHELLE LEJEUNE  
news@bcbr.com

LAFAYETTE — After being in business for 85 years, Lafayette Lumber still holds the charm of an old-fashioned hardware store while it competes with big-box home improvement centers.

With Lowe's and Home Depot nipping at Lafayette Lumber's heels — five of these big-box businesses are within 10 miles of Lafayette — and the current recession, how does an old-fashioned anything stay in business?

Craig Vandemoer, president of Lafayette's parent company, Sterling Lumber, has an answer.

"Our longevity is due to our conservative management style and our reliance on the experience of dedicated, long-term employees," he said.

Sterling Lumber opened its doors in 1909; one of the founding members was Vandemoer's great-great grandfather George A. Henderson of Sterling.

Vandemoer has worked with the company for 34 years, 17 of them as the manager at Lafayette Lumber, which opened at 111 N. Harrison St. in 1926. The business moved to its current loca-



JONATHAN CASTNER

Joey Mitchell checks a load of plywood at Lafayette Lumber's seven-acre full-service yard located at 120th Street in Lafayette. Founded in 1926, Lafayette Lumber is part of Sterling Lumber, the oldest independently owned lumber chain in Colorado, which opened in 1909.

tion at 1407 S. 120th Street in 1987.

"We don't bet the farm on one thing," Vandemoer said, "like expanding and upgrading too fast. Our longevity can be boiled down to luck."

Lafayette Lumber is part of the oldest independently owned lumber chain in Colorado, he said. Alpine Lumber Co., the only other indepen-

dent lumber chain in Colorado, has only been in business since 1963.

Lafayette Lumber recently was named Business of the Year by the Lafayette Chamber of Commerce. Vicki Trumbo, chamber executive director, said it was selected because of the way its taken care of their community.

"The criteria (for the award) are

that the company supports the city and other organizations as well. They have given back," Trumbo said. Lafayette Lumber donated material for the reconstruction of the boat house that burned down in 2007, and donated again for the skate park behind the recreation center that opened last year.

► See **Lumber, 18A**

**SCOTTSDALE PROPERTIES**

EST. 1-9-8-5

REAL ESTATE BROKERAGE • PROPERTY MANAGEMENT

**1455 Dixon Avenue  
Lafayette, CO 80026**

AVAILABLE SUITES  
(All suites are divisible)

Suite 100 - 8,078 RSF - \$7.95 NNN (\$7.55)  
Suite 140 - 1, 120 RSF - \$8.95 NNN (\$7.55)  
Suite 210 - 7,129 RSF - \$7.95 NNN (\$7.55)  
Suite 300 - 6,648 RSF - \$8.95 NNN (\$7.55)

**SCOTT DALE**  
Scottsdale Properties  
1919 14th St. Suite 330A Boulder, CO 80302  
303.449.1231 office | 303.717.7778 mobile  
scott@sdaleproperties.com

**Lafayette**  
CHAMBER

**WINE, WOMEN AND CHOCOLATE**  
May, 12, 5:30-8:30 PM  
Dove House, 1055 S. 112th (Hwy 287)  
Tickets are \$30.00  
Go online - [www.lafayettecolorado.com](http://www.lafayettecolorado.com)  
or call the Chamber  
303-666-9555 for tickets

**3RD ANNUAL BUSINESS EXPO**  
April 27, 5:45-8:00 PM  
Peak to Peak Charter School  
800 Merlin Drive, Lafayette  
Vendors welcome—go to  
[www.lafayettecolorado.com](http://www.lafayettecolorado.com)  
to download a registration form

## YOUR FLOWER *and* GARDEN SHOP

- Open Daily
- Worldwide floral delivery
- 24 / 7 phone & online ordering

- Garden Experts
- Growing Greenhouses
- Family owned since 1949

**303-665-5552**  
[www.Lafayetteflorist.com](http://www.Lafayetteflorist.com)

Two Locations: 600 S. Public Rd, Lafayette  
Satellite store at Exempla Good Samaritan Medical Center



**SOLA** from 16A

of parking to 1,365 spaces from the current 735 to meet city code requirements.

Patterson approached the church about moving into the existing space after city officials realized that their “grand plan” for a mixed-use redevelopment in the current Country-side Village shopping center probably wasn’t going to happen during the current recession, Patterson said. In general, mixed-use planning calls for a mix of residential and commercial uses in the same general vicinity.

“We weren’t getting any proposals, or anything from the development community,” Patterson said. “The question that we had to ask ourselves was, ‘Do we hold out for that vision ... or do we back away from that vision and reconsider what we can make happen there more readily?’ ”

**Retail newcomers**

Sunflower Farmers Market grocery store opened across the street last fall at 555 South Boulder Road in the space once occupied by Albertsons in the Waneka Marketplace. The new health food grocer is about half the size of the former Albertsons; other building tenants include a Dollar Tree store and a Goodwill thrift store.

Jax Mercantile, the Fort Collins-based outdoor gear store, opened next door about a year ago with a \$1 million incentive up front to reduce

the cost of the 37,000-square-foot space. Former tenant Ace Hardware closed in 2009.

**Apartment projects**

Other apartment projects also are on tap around town — the 150-unit Josephine Commons project near 119th and Dounce streets is one. At least some homes at Josephine Commons would be income-restricted, and some would be set aside for seniors, based on information from the Boulder County website.

The Traditions project of single-family homes, duplexes, townhomes and as many as 120 apartments for seniors is slated to be built at the current Shady Acres mobile home park across the street from King Soopers at Baseline Road and 119th Street. The project by Baseline Commons LLC also could include some retail stores and some commercial office space. About 30 mobile homes would be displaced by the project, which could come some time this year.

**On sale block**

Separately, Lowe’s, the national home-improvement chain, said it will sell land at the southeast corner of Baseline Road and North 119th Street rather than build a new store. The company paid \$3.6 million for 21 acres of property in April 2008.

**LUMBER** from 17A

Another factor in the award was that employees of Lafayette Lumber are involved with the community. Lafayette Lumber general manager Doug Kinney brought Little League baseball back to Lafayette. He’s been a coach for years.

The recent recession has presented the greatest challenge for this business. Vandemoer said that 2009 and 2010 were especially difficult. “In the early ’80s, it wasn’t great, but this recession isn’t like the last one, especially with the building industry.”

But the silver lining is that Lafayette Lumber has grown in retail traffic. Today, only 85 percent of the business is with professionals, Kinney said. “(In the past) our direction, business wise, was to accommodate just contractor and professional builders,” he said. That could be why they lost the walk-in trade to Lowe’s in Louisville and Ace Hardware on South Boulder Road in Lafayette before that store closed in 2009.

By extending a level of service “unparalleled to anyone,” Lafayette Lumber has gotten some of the walk-in traffic back, he said. It probably helps that Ace closed and Lowe’s, five miles away in Louisville, sends some customers its way.

Kinney said one of its struggles was making it known that Lafayette Lumber was around and open for business. “The average ticket is down,” Kinney said. “But we have the same number of jobs.”

Today, they’re getting the word

out with weekly advertisements and through their website at www.sterlinglbr.com.

Lafayette Lumber keeps up with the competition by adding to its product base according to customer need. As a Forest Stewardship Council (FSC) company, its products carry a certification that they come from sustainable forests.

There is also the ease of special orders. At a big-box retailer, Vandemoer said, you often have to go to somebody else. Lafayette Lumber sets itself apart by having employees with a minimum of 10 years of experience available to every customer.

Its employees are able to make decisions to help the customer; they don’t have to ask somebody else before doing something.

Another way Lafayette Lumber is in a class all its own would be seen by looking at the housing developments in Lafayette. You can’t say Lafayette Lumber built Lafayette, but it did supply much of the materials needed to build a good part of Old Town Lafayette, Centaur Village and West Oaks.

Lafayette Lumber’s 120th Street location is a seven-acre full-service yard with a 2,000-square-foot retail store. Though the years, large professional lumber companies have asked them to sell. For now, Lafayette Lumber is standing pat.

“I see us still being in business for another 100 years,” Gutenkauff said.

# Morrell

## PRINTING SOLUTIONS

Highest Quality  
and Exceptionally Fast  
at a Price  
You Can Afford

**PRINT ON DEMAND PUBLISHING**  
be your own author, professional perfect bound books in qtys. as low as 1

**ENGINEERING COPIES**  
oversize copies

**FULL COLOR DIGITAL PRINTING**  
perfect for short run printing

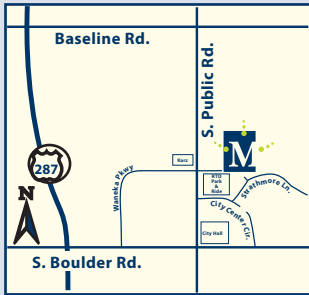

**COPY SERVICE**  
full and self-service, volume discounts available

**FINE ART PRINTS**  
up to 60" wide, 12-color, on a variety of stocks

**BANNERS/MAGNETS**  
from single to full color

**OFFSET PRINTING**  
business forms, brochures, letterhead, envelopes, etc.

The Best of Both Worlds  
A Print Shop and Copy Center



990 South Public Road, Unit C • Lafayette, CO 80026  
**303.665.4210 (P) • 303.665.4229 (F)**  
[www.morrellprinting.com](http://www.morrellprinting.com) • [info@morrellprinting.com](mailto:info@morrellprinting.com)



# Hall of fame induction luncheon tickets on sale

BY BUSINESS REPORT STAFF  
news@bcbr.com

LONGMONT — Tickets are on sale for the Boulder County Business Hall of Fame's Induction Luncheon to be held Wednesday, April 27, the Plaza Hotel and Conference Center in Longmont, the home of the hall of fame.

Tickets cost \$55 each. A table of 10 costs \$500.

The class of 2011 includes

Bradley Emrick, John Fischer, John Flanders, Dan Gust, R.



David Hoover and Dan Souders.

Emrick co-founded BE Clean in Louisville in 1985. It now serves more than 100 locations from Fort Collins to North Denver.

Fischer is the president of

Break Through Energy. He holds several directorships and advisory board positions including the University of Colorado's Leeds School of Business.

Flanders graduated from CU's law school and began practicing at the family law firm in 1970.

Gust, president of Gust Family Enterprises Inc., owns and operates Ace Hardware in Longmont, which he purchased in 1990.

Hoover retired as CEO of

Broomfield-based Ball Corp. after more than 40 years with the company. He remains chairman of the board of directors for Ball Corp. and Ball Aerospace in Boulder.

Souders is the founder and owner of Western Disposal Services Inc. in Boulder. He has been a pioneer in introducing technology to waste hauling.

For information, visit www.halloffamebiz.org or call Stacy Cornay at 303-651-6612.

## Booths available for business expo

BY BUSINESS REPORT STAFF  
news@bcbr.com

LAFYETTE — The Lafayette Chamber of Commerce and Peak to Peak Charter School are presenting the Third Annual Business Expo on Wednesday, April 27.

The expo will be from 5:45 to 8 p.m. at Peak to Peak Charter School, 800 Merlin Drive in Lafayette and will feature exhibitor booths from local businesses. Set up begins at 5 p.m.

Early registration prices for a booth are \$75 for Lafayette chamber members, \$100 for nonmembers and \$50 for nonprofits. After April 20, the fee increases by \$25. Space consists of an eight-foot by eight-foot space, a six-foot table and two chairs. Table coverings and bottled water will be provided.

No electricity is available and no selling of products or services is allowed during the event. The event is free and open to the public. For more information, call 303-666-9555 or visit www.lafayettecolorado.com.

## PRODUCT UPDATE

Boulder-based **Eco-Products Inc.**, a manufacturer of food-service products, is offering the EcoLid 25, a lid for hot cups. The lid contains 25 percent post-consumer recycled polystyrene approved by the FDA. The EcoLid is manufactured in the U.S. using recycled materials discarded by large retailers.

Boulder-based **Radish Systems LLC's** ChoiceView is now deployed on the iPad and the iPad2. The platform allows users to share data visually during phone calls.

Boulder-based **Windward Reports** has launched AutoTag 10, a software program that allows users to design reports with Microsoft Word, Excel and PowerPoint. Report templates are cleaner and more organized, data source and output capabilities have been broadened, imported elements have additional support, complex tables can be created rapidly, and additional functions and equations allows users to perform powerful tasks more quickly.

**Aircell**, a developer and provider of equipment and services for in-flight Internet connectivity, is producing a next-generation smartphone for business aircraft. Aircell has offices in Broomfield and Itasca, Illinois. The smartphone relies on Aircell's network, which gives it a constant connection to the Internet. The phone uses the Android operating system and has a 3.8-inch color touchscreen display.

Boulder-based **RevGuard LLC** upgraded its OCO System's application programming interface improving hosting server speeds and Internet bandwidth capacity. The OCO System provides full-data interface, customer record query and record-driven optimization path direction in less than 1/100th of a second.

# Milestones

## Icons and history of the Boulder Valley Celebrate the momentous achievement of the Boulder Valley

The Boulder County Business Report will celebrate the Boulder Valley's rich business history in a special magazine in May 2011. This is a once-in-a-lifetime opportunity to showcase your organization in this celebratory issue commemorating **Boulder County's 150th anniversary, Broomfield's 50th anniversary, and Erie and Longmont's 140th anniversary.**

- Reach more than 20,000 of the Boulder Valley's innovative decision-makers leading our successful community.
- Recognizing organizations' anniversaries in Boulder County and Broomfield.
- Keepsake edition with editorial focusing on Boulder Valley icons that have made a positive impact on our past, present and future.

## Milestone Profiles

**Milestone Profiles** are a once-in-a-life time opportunity to showcase your company in this celebratory issue of the **Boulder County Business Report**. This special magazine will recognize organizations with a 10-year plus residence in the Boulder Valley. You may highlight your company with a full-page profile recognizing overall success, history, significant accomplishments or even acknowledge your own anniversary.

**More than 10,000 copies of this special edition will be distributed to our loyal readers who are innovative decision makers leading our successful community.**



SAMPLE PROFILE  
Actual dimensions: 10.25" x 14"



BOULDER COUNTY  
**BUSINESS  
REPORT**  
www.BCBR.com

To reserve your space, contact your Business Report Representative at **303-440-4950**

**Space reservation deadline is April 14, 2011**  
**Act now to reserve your space in this prestigious publication!**



## TECHNOLOGY

BCBR.COM

FOCUS: MOBILE APPLICATIONS

21A | Mobile-App Developers

# The platform predicament

*Mobile-application developers caught in crossfire of industry's system battle*

BY MICHAEL DAVIDSON  
mdavidson@bcbcr.com

BOULDER — If Google has landed a crucial blow in the battle for smartphone supremacy the news has yet to reach the Boulder Valley.

Area app developers say the market for apps written for Google's Android operating system remains weak while demand for apps for the Apple iPhone, iPad and iPod Touch, which use the iOS operating system, continues to be strong.

That comes despite reports that the number of Android users has surged ahead of the number of iOS users

as Google's platform claimed the largest share of the smartphone market.

A market share survey released in March by comScore, a digital market research company, found 31.2 percent of the 65.8 million smartphone users in the U.S. use Android. Use of Android devices grew by 7.7 percent in the three months since the company's last survey, the survey's authors found.

Apple's market share grew by 0.1 percent, to 24.7 percent of the market, during that time.

The news is not really affecting the long-term strategies of some of the area's leading mobile-app developers, although they might add more

## ADDING TO THE

**confusion is the fact that apps do not readily port from one platform to another. The platforms were developed using different software languages, and much of an apps code has to be rewritten for each platform.**

Android developers to their staffs.

Rage Digital Inc. will remain focused on developing apps for the iPhone, iPad and iPod, chief executive Ted Guggenheim said.

The three-year-old company, which employs four people, had a hit during the 2010 Winter Olympics with its Cowbell2010 app, which for 99 cents allowed users to download an iPhone version of the noisemaker.

Rage Digital also partnered with Hyundai Motors to release an iPad-based owner's manual for the new Hyundai Equus in December.

The company has a strong relationship with Apple, which has referred clients to Rage Digital.

"We've kind of created a niche for ourselves as one of the premier boutique iOS developers in the country," Guggenheim said.

Some of Rage Digital's bigger cli-

► See **Platform, 22A**







# MOBILE-APP DEVELOPERS

(Mobile-application developers in Boulder and Broomfield counties ranked by number of employees.\*)

RANK	PREV. RANK	Company Address	No. full-time employees	No. of apps No. of apps in development No. of app downloads ①	Revenue 2010 Revenue 2009	Platforms	Person in charge Year Founded Website
1	1	<b>AMADEUS CONSULTING</b> 1995 N. 57th Court, Suite 200 Boulder, CO 80301 720-564-1231/720-367-5467	63	40 15 N/A	\$5,806,317 \$4,150,000	iPhone, Android, BlackBerry, Microsoft Windows 7	Lisa Calkins, CEO, President Elizabeth Myers, Marketing Coordinator 1994 www.AmadeusConsulting.com
2	5	<b>BACKFLIP STUDIOS</b> 3000 Pearl St., Suite 202 Boulder, CO 80301 720-475-1970	20	35 7 90,000,000	N/A N/A	iPhone, Android, Facebook, Microsoft Windows 7	Julian Farrior, CEO, Founder 2009 www.backflipstudios.com
3	2	<b>PEOPLE PRODUCTIONS MEDIA SERVICES INC.</b> 1737 15th St., Suite 200 Boulder, CO 80302 303-449-6086/303-449-9526	20	17 4 1,200	N/A N/A	iPhone, iPad, iPod Touch, Mac, PC, all the various web platforms	Don Poe, Head of Production 1984 www.peopleproductions.com
4	NR	<b>FORAKER LABS</b> 4775 Walnut St., Suite 200 Boulder, CO 80301 303-449-0202/303-265-9286	18	3 3 10,000	\$2,235,000 \$2,191,000	iPhone	Stirling Olson, Founder 1999 www.foraker.com
5	3	<b>PRELUDE MOBILE INC.</b> 357 S. McCaslin Blvd., Suite 200 Louisville, CO 80027 303-625-4084/303-460-8228	15	2 0 2,000	N/A N/A	iPhone	Cory Isaacson, CEO 2008 www.preludemobile.com
6	NR	<b>INSPIRING APPS</b> 1045 Pearl St. Boulder, CO 80302 303-635-6244	10	24 3 N/A	N/A N/A	iPhone	Brad Weber, President, CEO, CTO 2007 www.inspiringapps.com
7	4	<b>SPLICK-IT INC.</b> 1401 Pearl St., Suite 400 Boulder, CO 80302 720-412-2962	9	10 4 N/A	N/A N/A	iPhone, Android	Rob Taylor, Senior Vice President for Business Development Autumn Rose McFarland, Colorado Regional Manager 2008 www.splikit.com
8	7	<b>PUSH IO LLC</b> 1035 Pearl St., Suite 302 Boulder, CO 80302 303-335-0903	6	60 6 2,000,000	N/A N/A	iPhone, Android, iPad, Windows Phone 7	Dan Burcaw, Co-founder Joe Pezzillo, Co-founder 2009 http://push.io
9	8	<b>SUNDANCE SOFTWARE PARTNERS INC.</b> 1213 17th St. Boulder, CO 80302	5	1 N/A N/A	N/A N/A	iPhone, iPad, Android	Chris Vincent, Co-founder Andrea Pawliczek, Co-founder 2010 www.duckduckdeal.com
10	9	<b>RAGE DIGITAL INC.</b> 2401 Broadway Boulder, CO 80304 303-442-3223/303-447-2484	4	24 4 450,000	N/A N/A	iPhone	Ted Guggenheim, President, CEO 2008 www.ragedigitalinc.com
11	10	<b>ECRYPT INC.</b> (Internet only.) Boulder, CO 866-241-6868	4	1 N/A 1,000	N/A N/A	Blackberry	Brad Lever, President, CEO 2009 www.ecryptinc.com
12	11	<b>OCCIPITAL LLC</b> 1320 Pearl St., Suite 103 Boulder, CO 80302	4	1 N/A 1,000,000	N/A N/A	iPhone	Vikas Reddy, Co-founder Jeffrey Powers, Co-founder 2009 www.occipital.com
13	12	<b>HIGH ORDER BIT INC.</b> 3292 Fourth St. Boulder, CO 80304 303-887-0143	2	8 2 N/A	N/A N/A	iPhone	John DeBay, Co-founder Doug Kurth, Co-founder 2009 http://highorderbit.com
14	6	<b>APP VINEYARD LLC</b> 220 Summit Blvd., No. 402 Broomfield, CO 80021 866-469-3083	2	3 N/A N/A	N/A N/A	iPhone	Matt Deal, President 2009 www.theappvineyard.com
15	13	<b>LULA B LLC</b> P.O. Box 4082 Boulder, CO 80306 303-519-4519	2	2 N/A N/A	N/A N/A	iPhone	Amanda Hanson, Co-founder Judith Nowlin, Co-founder 2009 www.birthapp.com

\*Second ranking criteria is number of apps.

① Number of app downloads are approximate.

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

## PLATFORM from 20A

ents are interested in apps developed for a single platform or device the company gives to clients. The app for the Hyundai Equus owner's manual is installed on an iPad that is included with the vehicle.

PepsiCo followed a similar strategy earlier this year, when VIPs it invited to Dallas in the week leading up to the Super Bowl were given iPod Touches that came preloaded with a Rage Digital app that was a planning guide.

The company's employees are ardent Apple and Mac loyalists, Guggenheim said, but the company is looking to add an Android developer as more businesses want apps on that platform.

"We don't do a lot of (programming for Android), although it's becoming more of a prerequisite these days.

Even if Android has surpassed iOS in terms of the number of users, it does not mean companies are rushing to develop business apps for the platform. A large part of Android's success has been with consumers who receive steeply discounted smartphones from wireless providers.

The demand for business apps has not been as great, said Brad Weber, CEO and chief technology officer of Inspiring Applications Inc., dba InspiringApps.

The Boulder-based company employs 15 people, and it is tightly focused on the business solutions market, Weber said.

InspiringApps has partnered with the ZOLL Medical Corp. to develop an iPad app that emergency medical personnel can use to create patient-care reports. It also developed or is developing apps that help manage mobile work crews like landscapers and for sales reps.

"We're leading with iOS because that's where the demand seems to be," Weber said. "We haven't been seeing the demand (for Android apps). We might not be looking for it, but it's definitely not looking for us."

Programming in iOS allows companies to develop software for tablets like the iPad, which largely has the tablet market to itself.

The split market divided between dueling platforms is reminiscent of

past splits over PC operating systems or web browsers, said Lisa Calkins, chief executive of Amadeus Consulting Group Inc.

Amadeus Consulting is one of the biggest software development companies based in Boulder, with about 65 employees. About a third develop mobile apps, Calkins said.

In addition to Android and iOS, Amadeus Consulting develops apps for the Windows Phone 7 and BlackBerry platforms. While the latter two platforms lack the buzz of iOS and Android, their market share, according to comScore, is 8 percent and 30 percent respectively.

Clients and potential clients are concerned about what they should do, which platform will last and what's reliable, Calkins said.

"It's almost like when the Internet and web development for the public and businesses started," Calkins said. "Everybody wants to know what platform should I be developing for, what should I do first."

Adding to the confusion is the fact that apps do not readily port from one platform to another. The

platforms were developed using different software languages, and much of an apps code has to be rewritten for each platform.

"There is no magic solution that's cross platform," Calkins said. "Unfortunately when you're a buyer, it's very hard to understand that."

Amadeus Consulting developed the software that B-cycle uses to run the Denver bike sharing program. The same system will be used in Boulder when its program is launched in May.

The company developed apps for both Android and iOS that let users locate bike sharing stations, get directions and monitor their accounts.

Calkins expects that while one platform might emerge as the market leader it is unlikely one will dominate the industry like Microsoft does with PC operating systems.

But if it is bad news for businesses that have to figure out what platform best suits them, it can be good news for software developers.

"There's a shortage of high quality developers no matter what platform you're in," Calkins said.



**UQM** from 12A

International Inc., one of the world's largest auto suppliers, and electronics giant Siemens AG (NYSE: SI) are trying to gain footholds in the industry.

Smaller companies also are sensing an opportunity, and the industry is young enough that they might emerge to be the major players.

"We're all new to this business, no matter who it is. There's no one with years and years in the electric-vehicle business," Ridenour said.

But UQM might have an edge. The company has spent about 20 years mastering the technology it uses in its PowerPhase line of electric motors and the control systems that run them, French said.

UQM was founded in 1967 to fabricate fiberglass component parts for

various applications including aircraft and kit automobiles. Then it moved on to making dune buggies.

It was not until the 1970s when the company's focus shifted to electric vehicles. In 1978 it introduced the Electrek, a battery electric passenger car. UQM built and sold more than 75 Electreks.

"A lot of these companies have been in the business a couple of years, and are still learning. We're still learning, but we think we've learned a lot over the years," Ridenour said.

UQM, with its contract with CODA and agreements with Saab, Audi, Rolls-Royce and Proterra, is in a good position to grow and make money, Ridenour said.

"We can be very profitable at very

low volumes," Ridenour said. The company expects to be profitable when CODA starts production this year.

UQM is in a solid financial position, even though it continues to lose money, French said. The latest quarterly report showed the UQM lost \$932,520, or the equivalent of 3 cents per common share, in the quarter that ended Dec. 31, 2010, which was a major improvement over the \$1.98 million the company lost during the same quarter the prior fiscal year.

UQM also has about \$12.8 million in cash in the bank, and the company received a \$45 million stimulus grant from the U.S. Department of Energy to expand its production capacity.

UQM will decide this calendar year whether it needs to add additional pro-

duction capacity, Ridenour said.

Being located near Longmont will not hinder UQM's growth, Ridenour believes. The Front Range has become a hot place for startups that focus on renewable energy or alternative power.

"It helps that we're in a leading-edge area," Ridenour said.

Plus, the days when companies must cluster around an industry's major players are over. UQM will be able to ship products from Longmont to clients around the world, Ridenour said.

"Our customers are global," he said.

But no matter its success, UQM probably isn't destined to become a household name.

"The public will probably never know our name. People inside the industry will know it," Ridenour said.

**GATHERINGS** from 13A

have come down and petroleum prices (used to make plastic) have gone "through the roof," Bruckner said. A Spice of Life has partnered with Powell on past events.

"The cost of our business, overall, it's a small percentage more (to be environmentally friendly)," Bruckner said. "But if we couldn't afford it, we wouldn't do it. Our customers don't see any additional charges."

Powell is a one-person show — handling five projects in her first year

of business and working with the city of Boulder's 10 for Change program on a contract basis. 10 for Change encourages Boulder companies to reduce energy use by 10 percent.

Powell declined to say how much she charges per hour or per event, calling on potential customers to meet with her to discuss prices, which can fluctuate based on a variety of factors.

"I believe the bottom line is that companies need results from their events," Powell said. "Whether it's a

fundraiser or a conference, they need it to go off without a hitch. That's why they're not leading with that question (about cost)."

Also hard to quantify is the cost of food production and transportation for packaged goods coming from outside of Boulder County, both Bruckner and Powell point out. A Spice of Life is working on a local "farm-to-table," offering with a kick-off event planned for June, following requests from clients, said Desra

McDonald, the catering company's assistant director of sales. About 5 percent of all clients request locally sourced food, McDonald estimated.

"It could cost the same, depending on the season, but in most cases, it is a little more costly to plan that way, you have to be able or willing to be flexible on what is in season and what is available," McDonald said of locally sourced food. "There is definitely more demand now than there ever has been."



## Boulder County Business Hall of Fame

*Recognizing business at its best.*

### Join Us For the 19th Annual Celebration

**April 27, 2011**  
**11:30 a.m. - 1:30 p.m.**

**Plaza Hotel & Conference Center** (formerly the Radisson), 1850 Industrial Circle, Longmont, CO 80501

### 2011 Inductees

**Bradley Emrick** - Owner of BE Clean  
**John Flanders** - Flanders, Elsberg, Nash, Herber & Dunn LLC  
**John Fischer** - Owner of Breakthrough Energy LLC

**Dan Gust** - Owner of Ace Hardware in Longmont  
**David Hoover** - Former CEO and Chairman of the Board, Ball Corporation  
**Dan Souders** - Founder and Owner, Western Disposal

*Please join us as we honor these extraordinary Boulder County citizens for their achievements in business and the community.*

**\$55 per person - \$500 per table of 10**

Reservations are required and must be received by April 20  
 Send your check written to the Boulder County Business Hall of Fame to:  
 P.O. Box 2081 - Longmont, CO 80502 or visit  
[www.halloffamebiz.com](http://www.halloffamebiz.com) to make reservations and for more information

**Titanium Sponsor**



**Bronze Sponsors** - Ahlberg Funeral Chapel and Crematory, Boulder Community Hospital Foundation, Exempla Good Samaritan Medical Center Foundation, First MainStreet Insurance, Guaranty Bank, Keith, Ed & Jan Kanemoto: Prudential Rocky Mountain Realtors, Kirkland & Company, LJD Enterprises, Longmont Power & Communication, Longmont United Hospital, Ron's Printing Center, Tebo Development

**Copper Sponsors** - BC Service, Inc./Bill & Anne Boettcher Family, Brown Cow Productions, The Campus at Longmont, William E. Coleman, Comcast, Law Offices of Kottke & Brantz, LLC, T&L Construction Inc., St. Vrain Valley Credit Union, Sun Construction & Facility Services, Inc.

**Gold Sponsors**





**Silver Sponsors**





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



## BUSINESS DIGEST

### OPENINGS

Denver-based **Mad Greens** opened at 2341 Clover Basin Drive in Longmont. The restaurant specializes in salads, soups and panini sandwiches. Hours are 10:30 a.m. to 8:30 p.m. Monday through Saturday and 10:30 a.m. to 6 p.m. Sunday. Phone is 303-702-4440.

The **Agricultural Heritage Center** at the Lohr/Mcintosh Farm at 8348 Colorado Highway 66 west of Longmont opened April 1 for the season. The center is open from 10 a.m. to 5 p.m. Friday, Saturday and Sunday through Oct. 31. Admission is free.

Licensed naturopathic doctor Cheri King opened **The Colorado Natural Health Center** naturopathic office at 700 Front St., Suite 201A in Louisville. King said she uses herbs, nutritional therapies and homeopathy to treat the weaknesses that underlie patient maladies in the areas of diabetes, heart disease, auto-immune disorders, allergies and skin conditions, among others. Phone is 303-997-2297.

### NAME CHANGES

Hospice of Boulder County changed its name to **HospiceCare of Boulder and Broomfield Counties**. The nonprofit organization, founded in 1976, provides care for terminally ill patients and support for their families, as well as bereavement services for anyone in the community who has suffered a loss.

### BRIEFS

Massachusetts-based **Metech Recycling**, an electronic-waste recycling firm with operations serving the Boulder area, received the e-Stewards Certification from Basel Action Network, a nonprofit organization focuses on preventing irresponsible trade in toxic wastes.

**Xcel Energy** (NYSE: XEL) and SunPower Corp. (Nasdaq: SPWRA, SDPWRB) completed a 19-megawatt photovoltaic solar-power plant in Alamosa County. The Greater Sandhill solar power plant is generating enough power to serve 5,000 homes.

Longmont-based **DigitalGlobe Inc.** (NYSE: DGI), a provider of high-resolution earth imagery, has extended its ImageLibrary of China. After collecting millions of square kilometers of imagery during the

last 12 months, the company's ImageLibrary now encompasses 34 million square kilometers of China including a mix of archive and constantly refreshed satellite imagery covering more than 150 of China's largest cities, such as Beijing, Shanghai, Shenzhen, Kunming and Qingdao.

**Hillcrest Glass** in Longmont received Small Business Enterprise, or SBE, certification from the city and county of Denver. Hillcrest now can meet contracts that require SBE certification. Hillcrest Glass is a full-service glass and glazing contractor with commercial and residential products.

Boulder-based **OrthoWin Inc.** received a European stamp of approval to sell a medical device that aids surgeons in removing artificial hips that need to be replaced or adjusted. The OrthoShock, received CE marking certification, a mandatory European marking for medical devices to indicate conformity with health and safety requirements established by the European Union. The device sells for \$3,000 and the company is filling its first order of 50 units for a company in France specializing in hip replacements. The company is awaiting FDA approval to sell the device in the United States. The OrthoShock is manufactured in Gland, Switzerland.

**Slowcolor**, a fair-trade clothing company in Boulder, is launching a retail section on its website, www.slowcolor.com, April 1. The company will sell handloomed, eco-sustainable linen that comes in a variety of colors, including blue, gray, rose, green and brown. The linen scarves range in price from \$60 to \$100 and are made with environmentally safe and nontoxic herbs and native plants from India.

Two bridges in Broomfield County are in line for a total of \$46.5 million in funding from the **Colorado Bridge Enterprise's** Build America Bonds program. A bridge at Colorado Highway 121 (also called Interlocken Loop) and U.S. Highway 36 is set for a \$32.5 million fix, and another bridge at Old Wadsworth over U.S. 36 at the southeast junction of Colorado Highway 121 will get a \$14 million fix. Construction on both bridges is scheduled to begin in fall 2012. The projects are among 63 bridges in 25 Colorado counties that will be repaired or replaced with the CBE bond proceeds. In December, CBE sold \$300 million in bonds. The bonds are paid

back through a bridge surcharge that is collected through the state vehicle registration fee process.

### CONTRACTS

**SCARPA North America** will provide ski boots for the **Colorado Mountain School**, an outdoor guiding company based in Boulder. Terms of the deal were not disclosed. All Colorado Mountain School guides and winter seasonal guides working on ski gear will use the SCARPA boots.

Boulder-based **Main Street Power Company Inc.**, a solar finance company, is partnering with MS Solar Solutions Corp., Central Coast Energy Services and California Low Income Home Energy Assistance Program Providers to present a no cost solar power program for income-qualified residents of multifamily units across California.

Garden Fresh Restaurant Corp. is deploying Louisville-based **Envysion Inc.**'s point of sales video surveillance product, Envysion Insight, at several locations. Garden Fresh operates 120 salad buffet-style restaurants under the Souplantation and Sweet Tomatoes brands.

Broomfield-based **LifeNexus**, the developer of the iChip and Personal Health Card, hired Gemalto, a digital security firm, to enhance the security for users of the iChip cards that contain personal health records and can be used as a payment card.

Boulder-based **Spectra Logic Corp.** will provide the National Center for Supercomputing Applications at the University of Illinois Urbana-Champaign, with data-storage equipment to archive computational research data. Terms of the deal were not disclosed. Spectra Logic's tape library T-Finity, which can store eight petabytes of information, will be used to store information.

**Parascript LLC** in Longmont has teamed with **SQN Banking Systems** to create SQN's Sentry: SigCheck, an automated signature verification system using Parascript's SignatureXpert(r), a signature authentication software. The system allows banks to run checks through the SigCheck filter, and compare against the actual signature on

a signature card.

### MERGERS & ACQUISITIONS

Denver-based marketing firm **Henry Wurst Inc.** has acquired Boulder-based **Contrino Direct Marketing** for an undisclosed amount. Contrino will close its office in Boulder, and some of its employees will move to the Denver office of Henry Wurst. Contrino, founded in 1996, has worked with more than 200 clients on direct marketing. Privately held Henry Wurst has operations in Denver, Kansas City and Raleigh, North Carolina.

**Market Force Information Inc.**, a customer-research firm based in Louisville, has acquired **Tell Us About Us**, a customer-feedback company based in which is based in Winnipeg, Manitoba, Canada. Terms of the deal were not disclosed.

### SERVICES

Dentist **Mark Pimper** in Longmont is now accepting appointments online at www.markpimperdds.com. Appointments can still be made by calling 303-772-2240.

Boulder-based data-storage firm **Spectra Logic Corp.** is offering Data Integrity Verification, a free upgrade for its BlueScale 11.3 software-management platform, which powers Spectra Logic's line of tape libraries. The upgrade reduces risk, improving access to archived data.

Boulder-based **YapTime**, a service for private social groups, has added new features that make it easier for groups to share, collaborate and shop. The new release includes the ability to share and organize files, upload multiple photos and save them in albums, poll members and receive local Groupin deals to facilitate social shopping. For more information, visit <http://yaptime.com>.

*Deadline to submit items for Business Digest is three weeks prior to publication of each biweekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338; fax to 303-440-8954; or e-mail to [news@bcbr.com](mailto:news@bcbr.com) with Business Digest in the subject line. Photos submitted will not be returned.*

## BCBRDAILY from 2A

Mocavo.com will let users search more the 50 billion words, including names, dates and places, within seconds. The service searches thousands of genealogic sites including national and state archives, Ellis Island, message boards used by genealogists and family trees posted online, according to a press release from the company.

Mocavo Inc., the company that makes the software, was founded by Cliff Shaw, who founded four other companies that have been acquired by Ancestry.com and MyHeritage.com, two leaders in the genealogy industry. He also is the chief executive.

"Genealogy has always had the problem of information and potential clues being spread across thousands of disparate websites and sources," Shaw said.

"Mocavo.com has the capacity to index every single piece of free genealogy content found anywhere on the Web, and will be growing by leaps and bounds in the coming months," Shaw said.

David Cohen, founder and chief executive of TechStars, has invested an undisclosed amount of money in the company.

### Smiling Moose plans restaurants

**BOULDER** — Restaurant chain Smiling Moose Deli plans to open five stores this year across the country.

Boulder-based Smiling Moose will open new stores in Boulder; Midland, Texas; Bozeman, Montana; Evansville, Indiana; and Rapid City, South Dakota; the company said in a statement.

The company said sales have increased by about 25 percent every year for the past seven years. Annual sales were close to \$10 million in 2010, said Kevin Sloane, company president.

In addition, Smiling Moose had "record-setting" catering sales in 2010. Sloane said catering generated about \$2.5 million in annual sales.

Smiling Moose serves sandwiches, wraps, salads and soups. "We don't pre-make sandwiches and wait for an order," Sloane said. "The only way to cater a fresh meal is to make it the same day."

The privately held company currently has 14 franchise locations.

### Zonit plans staff expansion

**BOULDER** — Zonit Structured Solutions LLC, a developer of products for data centers, plans to expand after receiving a \$500,000 loan from the Small Business Administration.

The company plans to use the money to expand sales, distribution, marketing and develop its product line. It currently has 12 employees and intends to hire 12 more people in sales, marketing and engineering. Another hiring round is planned in 60 to 90 days.

Zonit's line of data-center products was developed to solve specific problems in power management and power distribution, as well as providing redundant power for data centers.

Founded in 2007, Zonit has been self-funded until now. The company started operations and product devel-

opment in 2002 as part of Boulder-based Root Group, an IT-infrastructure company. Zonit incorporated in 2007 under the Zonit brand.

### Broomfield teachers face job cuts

**BROOMFIELD** — A local school district's severe budget cuts will not spare parts of the Boulder Valley.

Adams 12 Five Star Schools announced on March 23 it likely will cut \$30 million from its budget for the 2011-12 school year, leading to the elimination of about 188 full-time positions including about 95 teaching jobs.

Six schools in Adams 12 serve students in Broomfield — Legacy High School, Westlake Middle School and Mountain View, Coyote Ridge, Meridian and Centennial elementary schools.

The cuts, which the district attributes to a lack of tax revenue and the state's decision to cut the amount it allocates to districts, bring the total cut from the district's budget to \$68 million over the past six years.

About 1.5 teaching positions will be cut from each elementary school, 3.5 from each middle school and six from each high school, district communications manager Joe Ferdani said.

"It's really too early to know exactly what the impact is going to be. No matter where the school is, it will be affected," Ferdani said.

Class sizes will grow, extracurricular programs will be cut, and the variety of classes offered will shrink, according to the budget proposal.

The school board will review the proposal and is scheduled to vote on a final 2011-12 budget in June.

The district's 2010-11 budget is \$268.9 million. It serves nearly 42,000 students and has about 5,000 employees, according to its website.

### Noodles opening in Dakotas

**BROOMFIELD** — Fast-casual restaurant chain Noodles & Company signed a franchise deal to open eight new restaurants in the next five years in North Dakota and South Dakota.

Terms of the deal were not disclosed between Broomfield-based Noodles and Prairie Pasta Company Inc., an affiliate of Border States Management Inc., based in Willmar, Minnesota. The first new Noodles & Company restaurant is slated to open in Fargo, North Dakota, with a location being announced possibly next month, said Jill Preston, director of communications at Noodles.

"They're researching real estate sites right now, but no leases have been signed, yet," said Jill Preston, director of communications at Noodles. "Certainly, we do very well in college locations, and that's probably part of the strategy."

Future Noodles & Company restaurants are slated to open in Grand Forks, Fargo/Moorhead, Bismarck, Sioux Falls and Rapid City, among other locations, the company said in a statement. The company serves noodle dishes, salads and sandwiches.



BOULDER VALLEY REAL ESTATE WATCH

**Top-Selling Boulder County Single-Builder Subdivisions**

Year-to-date February 2011

Subdivision	Builder	City	Average Price	Recorded Closings
1. Canyon Creek 6	Richmond Homes	Erie	\$297,600	7
2. Peloton Condos	Cityview Peloton	Boulder	\$368,100	3
3. Landmark Lofts	Chanin Development	Boulder	\$328,500	2
3. Coal Creek Village 1	BMB Builders	Lafayette	\$376,500	2
3. Renaissance 3 Town Homes	Boulder Creek Builders	Longmont	\$220,600	2
3. Erie Village 1	Boulder Creek Builders	Erie	\$307,200	2
3. Northfield Commons Row House Condos	Northfield Commons/ Coast/Markel	Boulder	\$473,500	2
3. North End Single Family	Markel Homes	Louisville	\$495,500	2
3. Village at Uptown Broadway	Village at Uptown	Boulder	\$480,000	2

Source: Home Builders Research

**Top 10 Boulder County Builders**

Year-To-Date February 2011

Builder	Home Sales	County Market Share
1. Richmond Homes	7	20.0%
2. Boulder Creek Builders	4	11.4%
3. Cityview Peloton	3	8.6%
3. Northfield Commons/Coast/Markel	3	8.6%
3. Markel Homes	3	8.6%
6. Chanin Development	2	5.7%
6. BMB Builders	2	5.7%
6. Coast to Coast	2	5.7%
6. Village at Uptown	2	5.7%
10. Chateau Homes	1	2.9%
10. McStain Neighborhoods	1	2.9%
10. Wonderland Homes	1	2.9%
10. Colorado Oaks	1	2.9%
10. Fox Colorado	1	2.9%
10. MCV Walnut	1	2.9%
10. Silver Sage Development	1	2.9%
Remaining homebuilders	0	0%
<b>Total</b>	<b>35</b>	<b>100%</b>

Source: Home Builders Research

# Pharmaca leases warehouse in Boulder

BOULDER — A home-grown pharmacy that combines traditional medicine and holistic remedies is deepening its roots in Boulder.

Pharmaca Integrative Pharmacy signed a lease for about 7,000 square feet of industrial warehouse space to service its growing website fulfillment business.

Pharmaca Integrative Pharmacy Inc., which was founded in Boulder in 2000, combines pharmacy services and over-the-counter medications delivered by licensed health-care practitioners with retail stores filled with natural health and beauty products.

The Boulder-based company has grown in recent years to operate 23 pharmacies in California, Colorado, New Mexico, Oregon and Washington. It also operates a retail website and a blog that dispenses tips and advice about products.



**REAL ESTATE**  
Michael Davidson

In its early years the company was based at the Ideal Market Shopping Center, according to the history published on the company's website. Within two years the company had eight stores in four states, the history said.

The warehouse space at 1990 N. 57th Court will help Pharmaca grow its website business.

"They needed a little distribution warehouse here in Boulder," said Aaron Evans, a broker at NewOption Partners commercial real estate. He represented Pharmaca in the transaction.

"It's for orders on their website. If a customer wants four bottles of vitamins, they ship that from the warehouse," Evans said.

Andrew Freeman at Freeman Myre represented the landlord. The lease amount was not disclosed. The space

## VALMONT BIKE PARK TAKING SHAPE

Boulder Mountainbike Alliance, city of Boulder team up on project



DOUG STORUM

Crews from J-2 Construction of Greeley and Alpine Bike Parks of Vancouver, British Columbia, are making progress on the Valmont Bike Park at the northeast corner of Valmont and Airport roads in Boulder. The park is a joint project of the Boulder Mountainbike Alliance and the city of Boulder's Parks and Recreation Department. It is designed for riders of all abilities and will feature a network of single track trails, pump track, cyclocross trails and staircases, dirt jumps, terrain parks and a tot track for tricycles and strider bikes.

previously was occupied by WhiteWave Foods Inc. and other companies.

**ROOMMATE NEEDED:** iSupportU LLC, a local information technology consulting and computer repair firm, is moving to downtown Boulder and wants a roommate to share its new digs.

iSupportU's new home will be a 2,708-square-foot space at 1825 Pearl St., Unit A. The company, which has seven employees, is leaving a 500-square foot space at 2232 Pearl St., where it has been since March 2010.

The old space was too cramped for the growing company, iSupportU

founder Shaun Oshman said.

"We're growing faster than we expected, and we're busier than we expected," Oshman said.

The space will give the company plenty of room to grow in the future, but in the meantime iSupportU is looking for another small business to sublet part of the space. The ideal candidate is someone who works out of their home or a cafe that needs a little more room or a more professional setting, Oshman said.

"There's definitely a need," Oshman said. "I don't think we're going to have a hard time finding people."

Interested parties can contact

iSupportU through its website, iSupportU.biz.

Michael-Ryan McCarty of Gibbons-White Inc. represented the tenant. Michael Ruiz of Coldwell Banker Commercial NRT represented the landlord. The building is owned by 1825 Pearl Street LLC.

**PANACHE GROWS:** Panache Cyclewear Co., a small firm that makes high-performance apparel for cyclists, is moving into its first corporate office.

The company has leased a 2,990-square-foot unit at 2840 Wilderness Place. The building will become the

► See **Real Estate, 25A**



### Highest-Priced Home Sales in Boulder County

January 2011

Sale Price	Buyer, Address
\$2,109,000	Peter I. and Andrea K. Resnick, 6487 Cherry Court, Niwot
\$1,786,000	Norman L. and Liubov S. Gilsdorf, 650 11th St., Boulder
\$1,700,000	Ardith L. Sehulster, 720 Willowbrook Road, Boulder
\$1,450,000	Sandra A. Vanderveer, 1350 Old Tale Road, Boulder
\$1,366,600	Bruce Evan and Bernard Goldstein, 4669 7th St., Boulder
\$1,300,000	John R. and Ashleigh W. Ryan, 4880 Kelso Road, Boulder
\$1,269,000	John and Pamela Mattson, 1560 Blue Sage Court, Boulder
\$1,150,000	Anne McCullick, 6484 Strawberry Court, Longmont
\$1,150,000	Mark E Siegal, 2521 Broadway Suite 301, Boulder
\$1,050,000	Stephen M. and Maureen T Boselli, 6151 Songbird Circle, Boulder
\$1,050,000	Chad and Kristen Watson, 2104 Bluff St., Boulder

Source: SKLD Information Services LLC - 303-695-3850

### Highest-Priced Home Sales in Boulder County

February 2011

Sale Price	Buyer, Address
\$4,150,000	Mark A. and Melanie E. Loch, 700 Highland Ave., Boulder
\$2,500,000	Attila and Jill Safari, 35 Bellevue Drive, Boulder
\$1,570,000	Karsten Witt, 1680 Wilson Court, Boulder
\$1,475,000	David MacNeil, 1010 Rosehill Drive, Boulder
\$1,200,000	Robert P. and Kathleen D. Roper, 220 Arapahoe Ave., Boulder
\$935,000	Barry and Nicola Joyce Conchie, 2966 Middle Fork Road, Boulder
\$925,000	Joseph L. Scutero, 3830 Spring Valley Road, Boulder
\$865,000	Joseph R. Smyth, 1637 Pearl St. Suite 302, Boulder
\$855,500	Theresa A. Ellbogen, 403 Cleveland Place, Boulder
\$836,100	Deborah A. and Steven H. Friedman, 830 Union Ave., Boulder

Source: SKLD Information Services LLC - 303-695-3850

## REAL ESTATE from 24A

company's office, warehouse and showroom, co-founder and vice president Andy Pemberton said.

Panache was started in 2008 by Pemberton, former publisher of VeloNews, and Don Powell, a former professional cyclist who raced for the U.S. national team. Powell, who is the president, also was global director of apparel for Pearl Izumi, another company that specializes in cycling apparel.

The company's manufacturing facilities are in Eastern Europe, but design and management were being run closer to home.

"We were essentially running it out of our homes," Pemberton said. "Orders are coming in and we needed to expand our operations ... and get out of our families' way."

Jason Kruse and Audrey Berne of The Colorado Group were the listing brokers.

**S&T LEAVES LOUISVILLE:** London-based Strategy & Technology Ltd. will move six employees from an

office in Louisville to a 1,500-square-foot space at 1637 Pearl St. in Boulder on April 1.

The workers provide customer support and sales for the company's software that provides interactive television services for cable companies, said Kate Chaux, director of operations.

Space in downtown Boulder is comparable in price to space in Broomfield where the company also looked, or less than \$30 per square foot, Chaux said. Lease prices range from about \$16 to about \$25 per square foot anywhere west of 28th Street, said Jason Kruse of The Colorado Group Inc., who handled the lease.

Boulder's charms, the central location and incentives such as discounts on the Regional Transportation District's Eco Pass sealed the deal.

"It's much easier to get people to come visit us in Boulder, compared to Broomfield or Louisville, and it's a better quality of life for our employees every day," Chaux said of the new

location.

Strategy & Technology also plans to hire at least two people in Boulder by the end of the year, Chaux said.

### ERIE

**VISTA REPLAT:** The Erie Board of Trustees OKed a plan by Ryland Group Inc. to replat two filings in the Vista Ridge development, which is north of Colorado Highway 7. The measure increases the number of lots in the two filings, Vista Ridge Filing No. 1-F and Vista Ridge Filing No. 1-X, to a combined total of 53 from the 40 lots that were previously approved.

### LONGMONT

**GROWING MOJO:** Mojo's Music Academy plans to move to a new location within Longmont and be open for business by May 7.

The music academy will be at 1350 Ken Pratt Blvd., Suite 102. It will occupy 3,465 square feet, allowing it to expand its studio to include a performance

stage, eight teaching rooms and two performance rooms. The school has six teachers and plans to hire five more.

Founded in 2007 by Paul and Jessica Rogalski, the school offers classes in guitar, bass, voice, drums and keyboard from performers in the community. New courses will be offered in horns, violin and other string instruments.

"I've been playing music in and out of bands all my life. I took up some teaching on the side and really got quite a name for myself as a bass instructor and decided to open Mojo's," Paul Rogalski said. "We work with kids and adults and bring in performers from on the road. I was always doing events at everyone else's studios. Now, we'll have a space to have our own concerts and I can just leave my equipment on stage all the time."

Tim Conarro with The Colorado Group was the leasing agent on the deal.

Staff writers Beth Potter and Beth Edwards contributed to this report.

# Building & Renovating 2011 Blueprints Directory

with the **GREEN BUILDING GUIDE**  
The authority on construction in the Boulder Valley.

Boulder County Business Report readers...

- More than 48 percent are the Owner, CEO or President of their company.
- More than 25 percent plan to move, expand or make changes to their facilities in the next three years.
- More than 66 percent say BCBR is where they get their real estate development news.
- 87 percent own their own home.

Publishing April 29, 2011

**BOULDER COUNTY  
BUSINESS  
REPORT**  
www.BCBR.com

Contact Kevin Loewen for additional information:  
**303-630-1945 or kloewen@bcbcr.com**



OPINION

EDITORIAL

# Udall measure would expand credit unions' ability to lend

**F**ew industry rivalries match that of banks vs. credit unions. Many bankers believe that credit unions enjoy unfair tax advantages, while credit-union officials argue for more flexibility in their lending ability.

A proposal by U.S. Sen. Mark Udall, D-Colorado, places the rivalry at center stage. Udall would increase credit unions' ability to lend to small businesses, upping the current lending cap of 12.25 percent of assets to 27.5 percent.

Udall's proposal could be included in the Small Business Innovation Research/Small Business Technology Transfer Reauthorization Act.

Officials in the credit-union industry say the change would create 100,000 new jobs nationwide, with \$10 billion in new lending in the first year alone. The Credit Union National Association estimates that the change could spur additional Colorado lending of almost \$200 million in the first year.

Not surprisingly, officials in the banking sector adamantly oppose the measure, arguing that the current cap is intended to keep credit unions focused on serving consumers, and pointing out that credit unions pay no taxes.

While we take no sides in the broader bank vs. credit union battle, we believe that anything that could put more money in the hands of small-business owners is a good idea, and one that should pass.

Ever since the 2008 financial meltdown and the ensuing Great Recession, owners of small businesses have complained of an inability to obtain financing. Another \$10 billion in lending could help fill a gap, especially as many banks have been constrained in their ability to lend because of new federal regulations. (Many banks have had to curtail lending or boost their own equity stakes — or both — in an attempt to improve their balance sheets.)

If a credit union is ready, willing and able to lend additional funds to small businesses, what's the harm in that? Yes, it means more competition for banks, but competition will be good for small-business owners, allowing many to obtain financing that might not otherwise be available.

And a cap of 27.5 percent of assets is still a cap; credit unions will still predominantly be focused on consumers.

Small businesses need financing. Credit unions can help.



# Boulder weighs downtown density

## City considers changes to rules pushing residential

**R**edvelopment of the Daily Camera site in downtown Boulder has excited urban planners, developers and citizens ever since the paper's owners put the site up for sale in November 2008.

It's easy to see why: The Camera site encompasses one of the most desirable pieces of real estate in the city: at 11th and Pearl streets, directly west of the Pearl Street Mall.

Los Angeles-based Karlin Real Estate purchased the property in August 2010 for \$9 million. The property had elicited interest from multiple buyers before Karlin closed the deal, and the biggest question facing owners, city officials and the community overall is what will be done with the property.

Camera operations moved to 5450 Western Ave. in January. What redevelopment of the old site will look like that is the biggest question facing downtown.

Current Boulder city regulations allow for a floor-area-ratio, or FAR, of 1.7 in the DT-5 zone, which includes the Camera site. FAR refers to the ratio of the total floor area of a building to the size of the land. Uses in the DT-5 area can add on another .5 bonus for

parking, and another .5 for residential uses, taking the maximum to 2.7.

One idea that's surfaced recently is whether to allow alternative community benefits to be substituted for residential uses. David Driskell, executive director of Boulder's Department of Community Planning and Sustainability, in March outlined such an idea to the Planning Board.

Driskell is seeking Planning Board and City Council input on whether "additional community benefit for the .5 FAR bonus (1.0 if the parking bonus is not used)" could include:

- Residential floor area.
- Cultural or artistic floor area.
- Publicly accessible open space, such as a plaza, courtyard or rooftop spaces.
- Commercial linkage fee for non-residential floor area.

Driskell told me this week that the list is just a beginning and other ideas would likely be suggested, if the idea goes forward. (Here's one: How about buildings that meet LEED Gold or Platinum designation?)

Such an idea — allowing uses other than residential to qualify for the FAR bonus — could allow the city to reap

community benefits that make more sense than does housing, at least in the current economy.

Boulder's housing market has weathered the storm better than most, but the housing inventory must work its way through years' worth of high-end homes. Does it make sense for Karlin to add additional condos or lofts to an already saturated market in order to achieve the maximum density?

Downtown real estate is extremely expensive, meaning that any housing that is added will be very high-end; making it affordable would necessitate subsidies of hundreds of thousands of dollars.

At the same time, class A office space is in critically short supply in Boulder — especially large floor plates of at least 40,000 square feet. Recent data indicate that the office vacancy rate downtown stands at as low as 6 percent.

Wouldn't it make sense for the city to allow the developer to include the maximum amount of office space to help retain key employers within Boulder?

Boulder's system of allowing higher densities for residential uses has worked well in the past, helping to create vibrant mixed-used areas of the city. But now might be a good time for some flexibility in that approach, to enable developers to provide community benefits without dumping more housing on an already glutted market, while addressing a critical need: office space — not just for the Camera site, but elsewhere.



**PUBLISHER'S NOTEBOOK**  
Christopher Wood

### BOULDER COUNTY BUSINESS REPORT

VOLUME 30, ISSUE 8  
BOULDER COUNTY BUSINESS REPORT  
3180 Sterling Circle, Suite 201, Boulder, Colo. 80301-2338, is published biweekly by BizWest Media LLC, a Colorado corporation, in Boulder, Colo.



**PUBLISHER**  
Christopher Wood.....cwood@bcbcr.com

**EDITOR**  
Doug Storum.....dstorum@bcbcr.com

**WRITERS**  
Michael Davidson.....mdavidson@bcbcr.com  
Beth Potter.....bpotter@bcbcr.com

**RESEARCH DIRECTOR**  
Beth Edwards.....research@bcbcr.com

**PRODUCTION MANAGER**  
Dave Thompson...dthompson@bcbcr.com

**ART DIRECTOR**  
Brittany Rauch.....brauch@bcbcr.com

**CARTOONIST**  
Ron Ruelle

**SALES DIRECTOR**  
Kevin Loewen.....kloewen@bcbcr.com

**BUSINESS DEVELOPMENT DIRECTOR**  
Jason Henderson.....jhenderson@bcbcr.com

**SENIOR ACCOUNT EXECUTIVE**  
Kim Oremus.....koremus@bcbcr.com

**ACCOUNT EXECUTIVE**  
Marlena Rich.....mrich@bcbcr.com

**CONTROLLER**  
Cindy Nosko.....cnosko@bcbcr.com

**CIRCULATION MANAGER**  
Rhonda Doyle.....rdoyle@ncbr.com

**CONTRIBUTING WRITERS**  
Elizabeth Gold, Michelle LeJeune

**CONTRIBUTING PHOTOGRAPHERS**  
Jonathan Castner, Michael Myers

To advertise or subscribe: 303-440-4950  
Fax: 303-440-8954 Online edition: www.BCBR.com  
The entire contents of this newspaper are copyrighted by BizWest Media with all rights reserved. Reproduction or use, without permission, of editorial or graphic content in any manner is prohibited.



## CALENDAR

## APRIL

**6** The Superior Chamber of Commerce is hosting a **Power Leads Group** from 8:15 to 9 a.m. at Lakeshore Athletic Club, 300 Summit Blvd. in Broomfield. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

The **Boulder Green Building Guild** presents BGBG Commercial Brown Bag Series: High performance building design and retrofit toward net zero, an update on the NREL RSF, and the Alliance Center from 11:30 a.m. to 1 p.m. at the REI Community Room, 1789 28th St. in Boulder. For more information, contact Meagan Forney at 303-447-0901 or info@bgbg.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.

The Lafayette Chamber of Commerce is hosting a **Business After Hours** from 5 to 7 p.m. at Hunter Floor and Window Covering, 588 N. U.S. Highway 287, Suite 101 in Lafayette. Admission is \$10 with an advance R.S.V.P. by April 5, \$12 at the door and \$15 for nonmembers. For more information, visit www.lafayettecolorado.com and click on events.

The Longmont Chamber of Commerce is hosting **Race for Referrals Pit Party** from 4 to 5 p.m. at the chamber office, 528 Main St. in Longmont. Admission is free. For more information, contact Shelley McLeod at 720-864-2878 or e-mail smcleod@longmontchamber.org.

The Louisville Chamber of Commerce is hosting a **Business After Hours** from 5 to 7 p.m. at Stauffer Team Real Estate, 950 Spruce St., Suite 1B in Louisville. For more information, call 303-666-5747 or e-mail info@louisvillechamber.com.

The Superior Chamber of Commerce is hosting an **April After Hours** at Hunter Floor and Window Covering, 588 Hwy 287, Suite 101 in Lafayette. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

**7** The Lafayette Chamber of Commerce is hosting an **Eye Opener Breakfast** from 7:30 to 8:30 a.m. at Senor Gomez, 502 S. Public Road in Lafayette. For more information, visit www.lafayettecolorado.com and click on events.

The Longmont Area Chamber of Commerce is hosting a **Business Before Hours** from 7:30 to 9 a.m. at Ed & Ruth Lehman YMCA, 950 Lashley St. in Longmont. For more information, contact Jeff Simcock at 720-864-2872 or e-mail jsimcock@longmontchamber.org.

The Longmont Area Chamber of Commerce is hosting a **Leading Edge Leads Group** from noon 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.

**NeXt**, the Longmont Area Chamber of Commerce's group of young professionals, is meeting from 4:30 to 6:30 p.m. at Havana Manor, 1240 Ken Pratt Blvd. in Longmont. Admission is free. For more information, contact Jeff Simcock at 720-864-2872 or e-mail jsimcock@longmontchamber.org.

**12** 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.

**13** The **Business Women's Leadership Group** presents What is Leader as a Solopreneur from 8 to 9:30 a.m. at A Spice of Life Event Center, 5706 Arapahoe Road in Boulder. Admission is free for members and \$25 for nonmembers. For more information, e-mail rachael.malone@boulderchamber.com or visit www.boulderchamber.com.

The Superior Chamber of Commerce is hosting a **Power Leads Group** from 8:15 to 9 a.m. at Lakeshore Athletic Club, 300 Summit Blvd. in Broomfield. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

HospiceCare is hosting the **Hospice Foundation of America Teleconference** from noon to 3:30 p.m. at Crist Mortuary Chapel, 3395 Penrose Place in Boulder. For more information, call 303-604-5267.

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.

The Longmont Chamber of Commerce is hosting **Race for Referrals Pit Party** from 4 to 5 p.m. at the chamber office, 528 Main St. in Longmont. Admission is free. For more information, contact Shelley McLeod at 720-864-2878 or e-mail smcleod@longmontchamber.org.

**14** The Longmont Area Chamber of Commerce is hosting **Lattes and Leads** from 8:15 to 9:30 a.m. at Zigg's, 1139 Francis 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 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.

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.

**16** **Wild Earth**, Boulder County's kick off celebration of Earth Week, will be from 10 a.m. to 4 p.m. at the National Center for Atmospheric Research's Mesa Lab, 1850 Table Mesa Drive in Boulder. For more information, call 303-258-0495, e-mail registrar@wildbear.org or visit www.wildbear.org.

**19** The Lafayette Chamber of Commerce is hosting **Connect and Grow** from 8 to 9 a.m. at the chamber office, 1290 S. Public Road in Lafayette. For more information, visit www.lafayettecolorado.com and click on events.

The Boulder Chamber is hosting **Your Look Is Your Logo, Put It Together** from 11 a.m. to 12:30 p.m. at the chamber office, 2440 Pearl St. in Boulder. Admission is free for members and \$25 for nonmembers. For more information, e-mail christine.day@boulderchamber.com or visit www.boulderchamber.com.

## NONPROFIT NETWORK

## FUNDRAISERS

New frozen-yogurt store **Ripple** will donate 25 percent of its sales to the Boulder Homeless Shelter from its formal grand opening planned April 1-3. The shop is located in the Sunrise Shopping Center at 30th Street and Arapahoe Avenue in Boulder adjacent to King Soopers grocery store.

**BI Inc.** in Boulder collected more than \$18,000 in donations during a fundraiser March 17 for the St. Baldrick's Association, an organization dedicated to raising money for child cancer research. The fundraiser was held in honor of Stephanie Melton, daughter of Don Melton, a BI hardware engineer, and sister of Melissa Melton, a BI software engineer. Stephanie was diagnosed with a rare form of cancer in 2008 and died in 2010. Thirty people had their heads shaved at the event, demonstrating their solidarity with child cancer victims.

The **Open Door Fund** through the Community Foundation of Boulder County is hosting its annual dinner and fundraiser on Sunday, April 10 at the St. Julien Hotel, 900 Walnut St. in Boulder. Cocktails begin at 5:30 p.m., dinner at 6:30 p.m. and a program at 7:30 p.m. Megan Kennedy, co-director and producer of the documentary "Put This on the Map" and the Reteaching Gender & Sexuality campaign will speak on the challenges facing LGBTQ youth today. Admission is \$125 per person. To register, visit www.regonline.com/opendoorfundinner2011.

## GOOD DEEDS

Niwot-based **Crocs Inc.** (Nasdaq: CROX) donated 100,000 pairs of shoes to Feed The Children and other organizations, which will work to distribute to those hardest hit by the recent earthquake and resulting tsunami in Japan. Crocs also is orchestrating ways for consumers to donate at Crocs retail stores and online at crocs.com, with proceeds benefiting the Japanese Red Cross Society.

## GRANTS

Nonprofit **Attention Homes** received a \$25,000 Daniels Fund grant to support its newly opened Runaway and Homeless Youth Program. Attention Homes estimates there are 200 teens living on the streets of Boulder County. The grant will enable Attention Homes to provide street outreach, day drop-in services and emergency shelter to runaway and homeless youth who would otherwise be without shelter options.

## PET from 3A

"We have our own look that's unique," Doyle said. "Our technique includes different backgrounds with a pastel and sometimes a graphics look."

For example, one portrait was commissioned to hang in a child's nursery so Hill matched flowers on the room's rug as background for the piece.

"I just did one for the vicar of a church and created a stained glass background," Doyle said.

"We work from photos," she added, explaining that the animals will always look photo-real with what she calls a painterly effect. "Our dogs will always look like your dogs."

After using computer brushes to create paintlike layers over each digital image, S&P Design then prints the portraits onto canvas in various sizes. Ranging from an average 16 inches by 20 inches to 20 inches by 30 inches, the pieces come in two wrap sizes: three-quarter inch or the contemporary-look of a one and one-half inch museum wrap.

Average price for a portrait is \$200 to \$250, and custom sizes can be created to match whatever size a wall requires.

Word of mouth continues to be a strong marketing tool for the pet art, although Doyle and Hill have hung a few pieces in places like Wagz of Colorado, a pet supply and boutique in Fort Collins.

"It's really hit or miss when you put artwork up in places," Hill said. "People don't think far beyond just seeing

something on a wall and liking it."

So in addition to advertising the work in some magazines, S&P Design has also created a Facebook following by posting every day as well as a Twitter account.

Pet-portrait clients include residents of Colorado, Alabama, Pennsylvania and Connecticut with a piece in the works for someone in Boston.

"A challenge is that we don't have control in the beginning because people have to send us the photo," Hill said. "So even though they're enthusiastic, we have to wait until they get around to doing that."

Since S&P Design has been in operation for three years, the mother-daughter team, who each work from their own homes, already had the equipment needed to create their painted-effect pet portraits, with the addition of a graphic drawing tablet that plugs into Doyle's computer. The tablet cost about \$300.

"So far we've made more than \$10,000, and we're still working to grow the business," Doyle said.

"We'd like to be doing three to five a week," Hill added. "This is about 70 percent of S&P Design's business right now."

"It's just really fun and more like fine art," Doyle said. "It's great because if you make a mistake you just hit Command Z and start over."

"It's creative and makes both of us happy."

# Distinctive HOMES

OF THE BOULDER VALLEY



This new monthly pull-out special section in the **Boulder County Business Report** will allow the area's top real estate professionals to feature their most distinctive local listings before a readership that includes the region's most affluent business leaders.

**Distinctive Homes of the Boulder Valley** will be a pull-out section with editorial coverage and statistical analysis of the local real-estate market by our award-winning writers and editors, as well as a special section listing upcoming open houses.

Let us Help You Market to  
This Important Audience  
Launching April 15

BOULDER COUNTY  
**BUSINESS  
REPORT**

To reserve your space, contact the BCBR at 303-440-4950.



May 17, 2011

# MERCURY 100



## Celebrating the FASTEST-GROWING PRIVATE COMPANIES

in Boulder and Broomfield Counties!

**Become a Sponsor TODAY** - Mercury 100 presents the annual list of the 100 Fastest-Growing Private Companies in the Boulder Valley, the top 50 with annual revenue of more than \$2 million, and the top 50 with annual revenue of less than \$2 million based on percentage increase from 2008 to 2010.

Mercury 100 is the Business Report's best networking event, with great appetizers, cocktails and fun entertainment and the opportunity to mix and mingle alongside the area's leading businesses and decision makers!

Don't miss out on the opportunity to associate your company with the most successful businesses in the region!

For complete event and sponsorship information, contact your sales representative today.

### BOULDER COUNTY BUSINESS REPORT

Sponsorship is limited. Contact the  
**Boulder County Business Report at  
303-440-4950 | [www.bcbr.com](http://www.bcbr.com)**

Sponsored by

PRIMARY SPONSOR



VENUE SPONSOR



Chris Boston



SUPPORTING SPONSORS



OFFICIAL REGISTRATION SPONSORS

