

BOULDER COUNTY BUSINESS REPORT \$1



TECHNOLOGY
Boulder Valley firms
developing apps
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19A

Serving Boulder and Broomfield Counties
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Wind turbine firm selects Boulder

BY DAVID CLUCAS
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BOULDER — A former National Renewable Energy Laboratory chief engineer has started a new company in Boulder to design and build the next generation of wind turbines.

Boulder Wind Power, headed by Sandy Butterfield, plans to employ 15 people by this summer, and possibly 30 people by the end of the year, at its new headquarters at 2845 Wilderness

Boulder Wind Power could employ 30 engineers, analysts by end of year

Place. It is looking to attract wind, electrical, structural and mechanical engineers and analysts.

Butterfield, the company's chief executive officer, will bring his expertise from NREL, where he worked for 24 years, including the past 10 years as the chief engineer for the federal laboratory's wind program. From 1980

to 1985, Butterfield was a co-owner of ESI, a company he later sold that developed and sold small wind turbines.

New Enterprise Associates, a California-based venture capital firm that recently helped fund Boulder-based Clovis Oncology Inc., is providing Boulder Wind Power with a "substantial" but undisclosed amount of

financing, Butterfield said.

Boulder Wind Power will focus on designing, developing and eventually manufacturing large megawatt wind turbines, primarily for onshore and perhaps offshore use. The turbines will feature redesigned "direct-drive generators" — the key innovation and challenge for the company, Butterfield



Butterfield

► See **Wind, 14A**

FITNESS WITH A KICK

Streets Fitness in Louisville uses kickboxing in workouts



MICHAEL MYERS

Brian Vandemoortele, right, and Bryan Kinderman are co-owners of Streets Fitness in Louisville, a gym that incorporates boxing and kickboxing into many of its workouts. See story, 3A.

Buying pool could help small firms offer insurance

BY DOUG STORUM
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BOULDER — Small businesses will be able to pool together to buy insurance under the new federal health-care legislation passed earlier this month.

By no later than 2014, states will have to set up small-business health options programs, or SHOP exchanges, where small businesses will be able to pool together to buy insurance at presumably lower premiums for each worker.

The legislation defines small businesses as those with no more than 100 employees, though states have the option of limiting pools to companies with 50 or fewer employees through 2016; companies that grow beyond the size limit will also be grandfathered in.

"It is likely we would have one big pool for the state," said Lorez Meinhold, senior health policy analyst for Gov. Bill Ritter's office. "The more people in the pool would result in less-expensive insurance costs," but she added that Colorado already has a very competitive insurance market.

It is still unclear whether or not

► See **Insurance, 14A**

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TerraLUX raises \$5.6 million in venture capital

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

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — TerraLUX Inc., a Boulder-based LED light manufacturer, has received \$5.6 million in venture capital financing.

BCB Rdaily

Toronto-based Emerald Technology Ventures led the series A round with participation from existing TerraLUX investor Access Venture Partners, based in Westminster.

The new capital will be used to accelerate TerraLUX's growth in all segments of the business with a particular development focus on the rapidly expanding commercial general illumination products and LED modules, company officials said.

Founded in 2003 by Tony Catalano, TerraLUX designs, manufactures and distributes innovative high power light emitting diode, or LED, solutions for general lighting as well as industrial, commercial, medical

and retail markets. TerraLUX also produces LED embedded light modules to replace incandescent bulbs in commercial lighting as well as many popular flashlights and lighting tools.

MicroPhage names new CEO

LONGMONT — MicroPhage Inc. in Longmont has promoted Alene A. Campbell from chief operating officer to chief executive replacing Steve Lundy, who has resigned.



Campbell

Campbell joined MicroPhage in 2008 as COO, directing finance, research and development, quality assurance, human resources, product development as well as clinical affairs efforts and staff.

MicroPhage develops diagnostic products for bacterial identification and antibiotic susceptibility/resistance testing.

Campbell previously served as vice president of corporate development at Myogen (now Gilead); general manager of RPI/SiRNA (now Merck); executive vice president, CFO, and vice president marketing and sales of ChemTrak, a Bay Area diagnostics firm, overseeing its initial public offering, manufacturing scale-up,

product launch, strategic partnering, market and sales; and vice president of Hana Biologics (now BioSante).

The company did not disclose the reason for Lundy's resignation.

BIC partners with Mines

BOULDER — The Boulder Innovation Center will expand and share its University of Colorado at Boulder-based research commercialization program with the Colorado School of Mines Office of Technology Transfer in Golden.

The innovation center is an entrepreneurial support organization that for the past two years has been a commercialization partner to 60 research teams through CU's Technology Transfer Office.

The innovation center is able to connect university inventors with the BIC's core group of 150 local and national angel investors and its 750 mentors and advisers.

The innovation center already has been working with Mines' faculty on a number of projects including technologies based around a nuclear battery for space applications, a nano thread for armor applications and a process to convert carbon dioxide to methanol.

Selling eco goods nationwide

BOULDER — The founder of

Eco-Products and Ellie's Eco Home Store in Boulder has launched a new business to distribute natural, organic and environmentally friendly home-and-garden products nationwide.

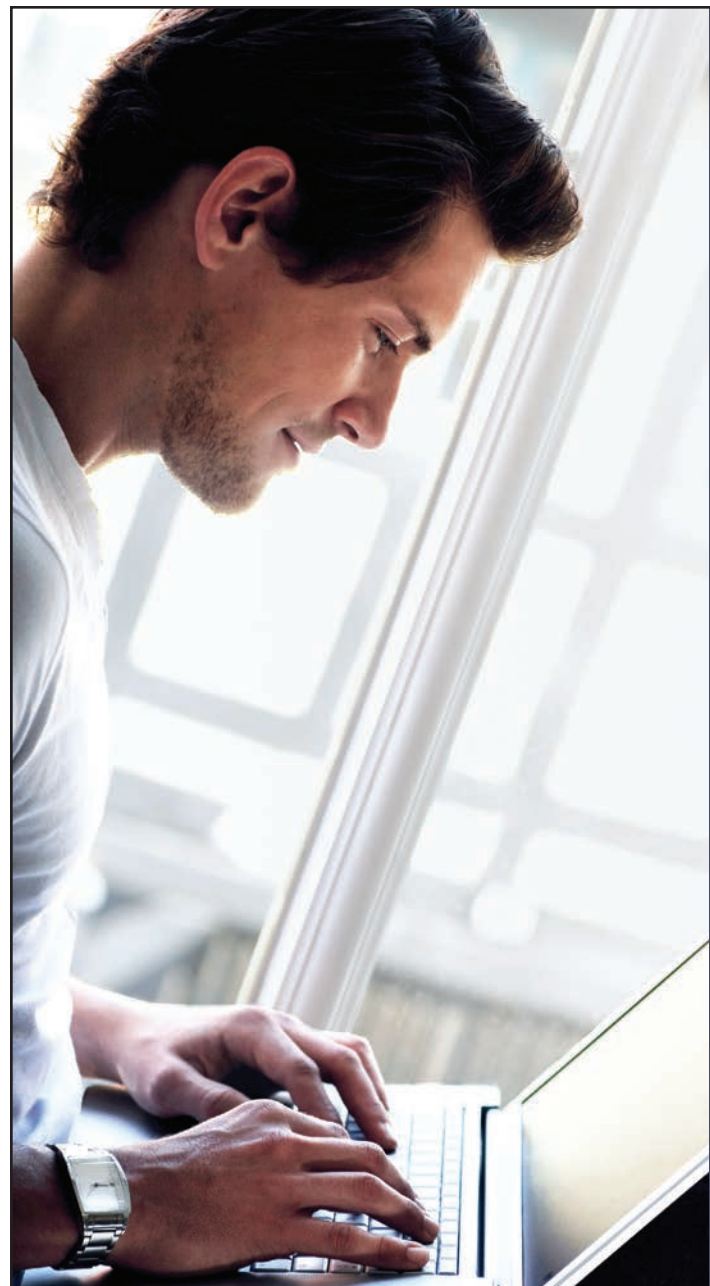
Steve Savage said his National Eco Wholesale Inc., or NEW, is responding to an increasing demand for natural, organic and environmentally friendly products from consumers at grocery, hardware, lawn and garden, home improvement, big-box and online retailers nationwide.

"Even in today's economy, consumer demand for natural, organic and eco-friendly products continues to grow at a significant pace," Savage said in a press release. "Sales of these products remain strong, growing at 10 percent to 15 percent, and retailers are expanding their offerings beyond natural and organic foods to include such products as nontoxic, green cleaners; natural and organic gardening and pest-control products; recycled paper products and office supplies; and other green products for home and garden."

Savage said National Eco Wholesale will help retailers secure authentic green products at competitive prices. The new company also will serve as a reliable knowledge source on green products for retailers, he said.

National Eco Wholesale will begin

► See **BCB Rdaily**, 10A



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Signal Lake acquires majority of InPhase

BY DAVID CLUCAS

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LONGMONT — An East Coast-based investment firm said it is acquiring a majority stake in the remains of Longmont-based InPhase Technologies Inc., a holographic data-storage technology company that closed its doors in February.

Signal Lake Management LLC, which has helped fund InPhase from its inception, has agreed to buy out the shares of the company's largest shareholder, New Venture Partners,

for an undisclosed amount.

Signal Lake plans to invest at least \$20 million in debt-financing to reorganize InPhase and get it back on its feet, said Bart Stuck, managing director the investment firm. He is seeking investment partners for the venture.

Stuck said the company will remain in Longmont and bring back Bill Wilson, chief scientist; Kevin Curtis, chief technology officer; Lisa Dhar, vice president of media development; and Adrian Hill, vice president of software development.

Beyond that, Stuck didn't know how many other former employees would return, or how many the restructured company would need to operate. InPhase laid off about 60 employees when it closed in February.

"We will run the company on a reduced basis during this initial restructuring phase," he said.

Stuck said the focus of InPhase will be to bring its holographic data-storage technology to the commercial market. The company was founded in 1998 and then spun out of Bell Labs in 2000. It raised about \$94 million over

nine years to develop and advance the technology. InPhase's Tapestry 300r holographic storage drives have a capacity of 300 gigabytes — equivalent to 460 CDs or 64 DVDs.

Similar to CD and DVD storage, InPhase's technology uses lasers to write data onto a disk. But with holographic storage, a lot more data can be written at one location on the disk, each at a slightly different angle. Each layer of data has its own unique angle, so much like a holographic image, when the viewing angle is changed, so does the image of data.

Packing a punch



MICHAEL MYERS

Workout buddies Brian Vandemoortele, left and Bryan Kinderman are co-owners of Streets Fitness in Louisville, a gym that uses boxing and kickboxing in many of its fitness routines.

Gym incorporates kickboxing, boxing in workouts

BY JEFF THOMAS

news@bcbr.com

LOUISVILLE — It may seem adventurous to start a new business based on dispensable income in the wake of the worst recession in 70 years, but for Bryan Kinderman and Brian Vandemoortele it was a decision based solely on the numbers.

With a bit of a kick.

"To be honest, in a negative economy specialized gyms do fairly well," said Vandemoortele. He was executive director of Lakeshore Athletic Club in Broomfield until the beginning of 2009, and then he started Streets Fitness in Louisville, a fitness gym based on boxing and kickboxing.

"Traditional gyms tend to do rather poorly (though cheaper) in a negative economy. People are going to see what they can give up, ... but they have so many other stresses they need this outlet. We're competitive as a commodity and not a price," he said.

This business was a natural for Vandemoortele, 32, who began strength training as a psychology major in college and moved into sports psychology for his master's and doctorate degrees at San Diego University of Integrative Studies. He had seen this kickboxing/open gym concept take off on both coasts and wanted to return to working with clients.

Kinderman, his neighbor, workout buddy and an MBA with a string of successes in corporate settings, was less easily impressed.

"I did try to poke holes in it every way I could think of," said Kinderman, who had most recently come from heading a 125-person geophysical staff from an international petroleum company, Pason Systems Corp., of Calgary, Alberta Canada. But Kinderman's focus for his MBA at DePaul University had been entrepreneurship, and he focused many of his studies on starting a tennis club in the San Francisco Bay area.

"There are strong similarities in Louisville and the Bay area," said Kinderman, now 44. "Of course the population density isn't here, so the location was something that had to be chosen carefully."

"Brian was going forward no matter what, but I was making sure I felt comfortable. So I poured through the analysis — figured the risk and reward and the chances of success. Given the six months we had spent putting a business plan together, and all that analysis, it looked pretty sound."

After less than three months, Streets Fitness was nearing the break-even point (without salaries for the owners), was at projections for memberships and way above projection for trial visits. The owners are hoping to expand the brand, as well, looking to grow organically, at least at first, in the immediate area.

The location was a challenge because cities don't want to locate

► See **Fitness, 8A**

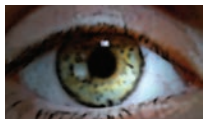
'Let's Move' effort sparks interest in Boulder Valley

The folks at The Little Gym of Boulder are supporting a national campaign initiated by First Lady Michelle Obama to encourage children and their families to maintain healthy lifestyles.

Brooks Crosby of The Little Gym of Boulder recommends that parents consider getting their children involved in activities such as gymnastics, karate and team sports.

If that doesn't work, the Eye suggests a vigorous game of tag or kick the can.

THE EYE



The U.S. Census Bureau is trying every trick in the book to incentivize Americans to fill out return their 2010 Census forms — including a Web site that allows people to see which community is returning the highest percentage of forms, and where their city ranks.

As of March 30, the Web site showed Boulder County with a 54 percent participation rate and Broomfield County with a 58 percent rate, compared to the state's 52 percent rate, and the nation's 50 percent rate.

In the Boulder Valley, city versus city, Louisville was on top with a 60 percent participation rate, followed by Longmont with 58 percent, Lafayette with 57 percent, Erie with 54 percent, Superior with 52 percent and Boulder with 50 percent.

Nationwide by city, Bismark, N.D. leads the way — returning 68 percent of their Census forms.

Nationwide by state, South Dakota is the leader with a 62 percent rate. The lowest return rate as of March 30 — Alaska with 41 percent.

The Eye thinks the U.S. Census Bureau needs to step it up a notch and make this a full-blown contest with a grand prize. Perhaps the winning state can get a bonus third U.S. Senator?

See the most up-to-date data at: <http://2010.census.gov/2010census/take10map/>



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Fort Collins school looks to expand to Longmont

BY DAVID CLUCAS
dclucas@bcbcr.com

LONGMONT — The Institute of Business and Medical Careers, a Fort Collins-based post-secondary school, is looking for a location to expand its reach to Longmont.

IBMC President Steve Steele said the school is looking for about 12,000 to 15,000 square feet in the Longmont area to lease or buy. The biggest challenge is finding a building that size with room for 120 to 150 parking spaces, he said.

"Our numbers show that people are commuting from Longmont to Fort Collins to attend IBMC," Steele said. "The demand is getting high enough that we think having a branch in Longmont would be a real asset."

If the school can find the right location, Steele said he hopes to open the IBMC Longmont branch between Sept. 1 and Jan. 1. It is expected the school will serve about 100 students in a few years.

IBMC was founded in 1987 and

has grown to 870 students at three branches in Fort Collins, Greeley and Cheyenne, Wyo. The school offers 19-month associate-degree programs in business and health care.

Steele said enrollment is growing. "The down economy has affected us in a positive way," he said. "People want to make themselves as marketable as they can be."

Tuition at the school varies depending on the program, but runs between \$18,000 to \$28,000 total, including books, tuition and lab fees.

Steele said IBMC looks forward to working with the Longmont community in establishing the school. It will hire between 30 and 40 employees and work with local companies to determine how best to serve their business and health-care employee needs.

"We've had a good history of placing our students (into jobs) in the Longmont community," Steele said.

Nasdaq sends Arca delisting notice

BY BUSINESS REPORT STAFF
news@bcbcr.com

BROOMFIELD — Arca biopharma Inc. faces being delisted from Nasdaq because it didn't meet the minimum required stockholders' equity as of Dec. 31.

On March 12, Broomfield-based Arca (Nasdaq: ABIO) received a notice from Nasdaq that it has 45 calendar days to submit a plan of how the company will regain compliance or it could be delisted. As set forth by Nasdaq, companies must have more than \$10,000 in stockholders' equity.

An Arca press release stated that the biopharmaceutical company plans to submit a plan within the allotted time.

If the plan's accepted, the company has until Sept. 12 to show evidence

that it again complies. If it's rejected, or the company fails to file a plan, Arca will be delisted.

Earlier this month in a 10-K filing, Arca expressed concern that it may run out of money by July. The company cited limited financial resources and substantial time and costs associated with drug development.

"Arca believes that its cash and cash equivalents balance as of Dec. 31, 2009 will be sufficient to fund its operations, at its current cost structure, through at least June 30, 2010," it said in the SEC filing submitted March 4.

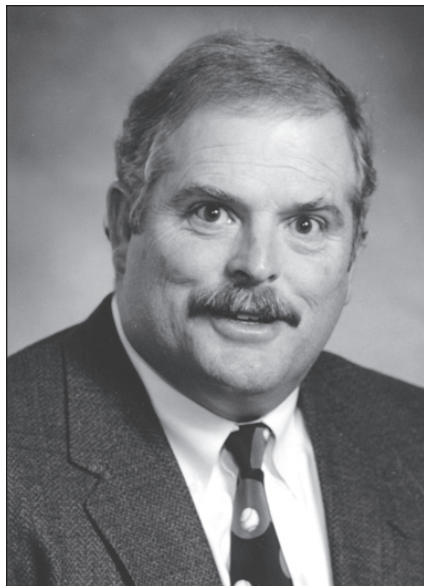
The SEC filing stated Arca plans to focus on raising funds for Gencaro, its beta-blocker drug, whether through partnerships, public or private funding or any other means.

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“For the most part, this comes as a result of the bank’s commercial real estate focus and the rapid decline in commercial real estate values.”

Dan Allen

CHAIRMAN/CHIEF EXECUTIVE,
MILE HIGH BANKS

FDIC: Mile High Banks must improve financials

Longmont bank assures clients ‘deposits are safe’

BY DAVID CLUCAS
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LONGMONT — Mile High Banks has signed an agreement with federal regulators to strengthen its troubled financials, primarily due to souring commercial real estate loans.

The Longmont-based bank, which has three locations in the Boulder Valley and 10 others statewide, agreed with the Federal Insurance Deposit Corp. to raise capital and loan/loan reserve levels, charge-off troubled debt and cease lending to risky borrowers.

Additional orders from the FDIC will prohibit Mile High from declaring any cash dividends without prior written consent from regulators, and require it to submit revision and progress reports to regulators.

Mile High signed the FDIC consent order on Feb. 5, which was made public by the federal agency Friday, March 26.

“This agreement addresses issues with the lending side of our company that we had identified more than a year and a half ago when all the signs were pointing to a significant level of economic turmoil,” Mile High Banks Chairman and Chief Executive Officer Dan Allen said in a statement. “For the most part, this comes as a result of the bank’s commercial real estate focus and the rapid decline in commercial real estate values. The changes in the market, obviously, have adversely affected the values of the properties related to the loans, as well as our borrowers’ ability to maintain those loans.”

Founded in 2001 under the previous name of Horizon Banks, Mile High is the largest of the seven banks based in the Boulder Valley with \$1.3

billion in assets as of Dec. 31, 2009. The bank reported about \$104.3 million in loan delinquencies and foreclosure property held, at that time, representing more than 9 percent of its \$1.1 billion in loans outstanding.

Allen said Mile High is devoting additional resources and reorganizing some of the company’s operations to resolve some of the issues in its loan portfolio.

“We’re pursuing a number of options to work with borrowers who are having difficulties in this recession,” he said. “Our primary concern as a community bank is that we can facilitate arrangements that work for everyone.”

Mile High’s fourth-quarter 2009 troubled loan portfolio did improve from the third quarter, when troubled loans and foreclosures represented 10.5 percent of its outstanding loans.

As a result of its charging off of loans — about \$7.1 million total in 2009 — and raising loan/loss reserves, Mile High has reported losses of \$2.1 million in third-quarter 2009, and \$2.6 million in the fourth quarter.

“It’s important to note that this does not affect our customers’ deposit accounts; the agreement relates only to the lending side of the company,” Allen said. “We’re an FDIC-insured bank, and our customers’ deposits are safe.”

Mile High is the second locally based bank to fall under FDIC watch this year. In January, Louisville-based FirstTier Bank signed an agreement with federal and state regulators to shore up its financials.

A majority of both banks’ troubles are coming from souring construction and commercial real estate loans, which many local banks relied heavily upon this past decade.

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New health-care legislation not a cure-all

Our current national health policy is certainly not the result of a well-conceived, comprehensive approach to health care; rather it is the result of decades of incremental legislation, regulation and market changes.

Put this antiquated legacy system against the backdrop of the worst economic crisis in 80 years, the cost of health care approaching 20 percent of our gross domestic product, health-insurance premiums in Colorado approaching 20 percent of median income, and the burning platform for change looks more like a raging inferno.

While the national health-care reform recently enacted is historic in its proportions, it will by no means be a panacea. The passage of national health-care reform legislation, as President Obama, states, “is not radical reform, but it is major reform. This legislation will not fix everything that ails our health-care system. But it moves us decisively in the right direction.”

During the next few years, there will be tens of thousands of pages of rules and regulations that will interpret the 2,000-plus page legislation and spell out more clearly how it will be administered. So it is impossible to determine with certainty today exactly how the legislation will affect us in the future.

But against a backdrop of five fundamental issues that must form the basis of a rational national health policy, we can assess how far we have come and how much more there is to do.



GUEST OPINION
Gary Campbell

• Is health care only about curing sickness and repairing injury or is it also about keeping people healthy? The health-care reform legislation does not address this issue in any significant way.

Clearly, the current model emphasizes sickness care, and the legislation does not change that. But, in reality, 20 percent of what we know as “health” is the result of genetics, another 20 percent is the result of the environment, 50 percent is driven by lifestyle behaviors, and only 10 percent is the result of sickness care.

To reform our system, we must continue to maintain our focus on medical-care delivery while we simultaneously work on opportunities to “move upstream” to truly manage health. Incentives and economic rewards for health-care providers must encourage health care and not simply sickness care.

• What level of access to health care do we desire for which portions of our population? It’s a tough question to answer, but it’s fundamental to the issue — you either believe in equal access to health-care for everyone, or you believe in a system that includes two or more tiers of health-care delivery, with access based upon one’s ability to pay, geography, or other factors that differentiate the “haves” from the “have-nots.”

During the next five years, the new law will remove or decrease economic barriers to health insurance for an estimated 32 million Americans. That is certainly a huge step forward toward universal access, and it is the highlight of the legislation. The resulting financial strain on states will be eased because the federal government will fund the cost of the expanded insurance programs from 2014 through 2016, after which time states will assume 50 percent of the cost.

Ultimately, the additional cost of expanded Medicaid coverage will hit Colorado hard, and we have several years to prepare for that. There remain many opportunities to work at the state, regional, and local level to further and more affordably improve access to care for all Americans.

• How will we organize health-care providers to effectively and

efficiently deliver the desired level of access to health care? Today, many people do not have a personal physician and instead rely on episodic care from urgent-care centers and hospital emergency rooms. While there ultimately will be free or subsidized health insurance for 32 million more Americans, there is a great need and tremendous opportunity to better organize health care service delivery for all of us.

We must ensure people get the right care, at the right time, and in the right location. A big unknown at this time is whether there are enough primary-care physicians willing to assume an influx of patients to ensure all 32 million get care in the right location. We must act promptly to increase the number of primary care physicians and develop a more economically sustainable means of providing primary care.

• How will we finance health care for those for whom we wish to assure access? This is the most difficult question, particular in the context of the current economic difficulties we face as a nation and as a state.

The legislation calls for increased taxes and improved efficiency in the Medicare program as the primary ways to pay for the expanded access. Medicare payments to providers will

► See **Legislation, 8A**

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LEGISLATION from 6A

be cut by \$500 billion over the next decade. These cuts in Medicare payments will certainly impact all health-care systems and physicians, and will force difficult decisions for all.

- How will we measure and reward effectiveness and efficiency of health-care delivery processes? Today's economic rewards tend to incentivize more care rather than better care. The legislation takes some tentative steps forward by calling for pilot programs beginning in 2013 to shift incentives from the quantity of services to the quality of care. But it will be up to health-care systems and physicians to take the lead to produce real change. This will require health-care providers to work in an aligned and integrated manner to drive greater health-care value for all Americans.

Unfortunately, after all the rules and regulations are written, it seems likely that the 2010 version of health-care reform will once again turn out to be a series of politically expedient incremental tweaks to our broken nonsystem, more than a premeditated transformation of our health-care delivery system.

But regardless of one's politics and potential misgivings about the health-care reform legislation, it is the law. The challenge now before all health-care providers is to work with community leaders, local and state elected

officials, employers and insurers to make the other changes needed to finish the job and reinvent health care in this country.

We must:

Hold on to what is good about our sickness-care system while we move "up-stream" to truly manage health.

Build systems of care that enable all Coloradans to have the same access to the right care delivered in the right place at the right time.

Break down the silos, and bridge the conflicting incentives to create integrated health care organizations that will drive "A" and "B."

Change our focus from "more" to "better." Rather than competing on who has the most patients, the most CT scanners and the biggest hospitals, we need to compete on who can provide the best quality outcomes at the lowest cost.

Work for creative win-win-win partnership arrangements based upon optimizing the value of health-care services to all.

We have an historic opportunity to change the course of our country's future, and as the old saying goes — if you're not part of the solution, you're part of the problem.

Gary Campbell is president and chief executive of Centura Health, which oversees Avista Adventist Hospital in Louisville.

FITNESS from 3A

gyms, which pay little in sales tax, on choice realty. Kinderman said he made several bids on the old post office in downtown Louisville, but the city wasn't interested.

The owners had a very definite picture of what they needed in a gym — high ceilings and a long open space. That picture is very much tied to their business concept, which is to provide an overall health experience with kickboxing and boxing at its core.

"We want to push those people who usually are only interested in kickboxing into weights and the other cardio experiences here," Kinderman said. "And we want to push people who are usually only interested in lifting weights into the other programs."

Access to capital was problematic when the owners looked at building a facility. In the end they were happy to find a building at 480 West Dahlia St., just off the McCaslin Boulevard commercial strip, about to go into foreclosure so they assumed the loan.

The owners don't believe they really have direct competition yet in the metro area, as most kickboxing gyms focus almost solely on martial arts and do not provide overall training, but the facility is about five miles from the nearest thing, an LA Boxing in Westminster and five miles from another kickboxing gym in Boulder. More importantly it's very near their Superior homes as both owners put in long hours, they said.

There were other recessionary savings, as they were able to get new top-of-the-line weight-lifting and cardio equipment at used prices, given the amount of equipment on the market. Similarly, the price of their office equipment and computers turned out to be very negotiable.

"We wanted to take a risk, and we saw the opportunity," Vandemoortele said about their timing.

Their choice in instructors was also very studious, and was aided by Vandemoortele's wife, Kim, who has been a competitive kick boxer. The instructors were chosen not only for their experience in martial arts and kickboxing, but also for their personalities.

"I would have chosen very different instructors if we were putting this gym in downtown L.A.," Kinderman said. "But these guys are going to give very personal instruction whether the student is a CU football player or a guy who hasn't seen a gym in three years."

Kinderman said his personal shift from the very visible corporate and consulting roles he played at Sun Microsystems, Payson and Inforte to small-business owner has come naturally.

"My brother John owns a catering service in California and my dad, Walter, (former publisher of the Lyons Recorder and Berthoud Recorder newspapers) was a small-business owner, so maybe it's in my blood," he said.

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ON THE JOB



Frank

Gotski

Sigman

BANKING, FINANCE

Steve Strunk has been named banking commissioner of Colorado. He will begin the job April 12. He currently serves as president of Kirkpatrick Bank in Colorado Springs. Fred Joseph had been serving as acting bank commissioner.

Paragon Capital Wealth Management LLC of Boulder hired **O. Mitchell Brown** to serve as client liaison and to aid founding principal Steven P Pastore with fixed-income and institutional account management and research. Brown brings 25 years of industry experience working in both New York City and Boston as an institutional fixed-income specialist most recently with Smith Barney/Citigroup Capital Markets.

Key Equipment Finance in Superior named **Christopher J. Gotski** senior vice president of business development and program management. Gotski will be responsible for the management, strategic direction and business growth of the company's vendor relationships, both wholesale and retail. The company also named **John A. Collier Jr.** federal field sales representative, Key Government Finance. Collier will join the federal government sales team. He is based in Centreville, Va.

Chamber seeks nominations for awards luncheon

BY BUSINESS REPORT STAFF

news@bcbcr.com

BOULDER — The Boulder Chamber is seeking nominations for its 15th annual Women Who Light the Community awards luncheon.

The chamber will honor five women from 11:30 a.m. to 1:30 p.m. on Wednesday, June 23, at the Millennium Harvest House, 1345 28th St. in Boulder.

The candidates for nomination are women who reside in Boulder County, have demonstrated a leadership position and have contributed to the business community, the arts, education, health care, sports or the environment.

Nominations forms can be found on the Boulder Chamber site and must be submitted by Saturday, May 1, to Jan Berg at jan.berg@boulderchamber.com, by fax at 303-938-8837, or by mail to Boulder Chamber, 2440 Pearl St., Boulder, Colo., 80303.

Diane Magliolo, JoAnn Joselyn, Sue Deans, Josie Heath and Beverly Sears were honored last year for contributing their time and resources to make Boulder County a better place to work, live and play.

EDUCATION

Naropa University in Boulder appointed **Stuart Sigman**, vice president for academic affairs, to the new position of provost and vice president for academic affairs. The position was approved by the board of trustees on Feb. 20. Sigman joined Naropa University as vice president for academic affairs and dean of the faculty in July 2006. He also serves as professor of interdisciplinary studies.

ENGINEERING

The Ascent Group, a civil and structural engineering firm with offices in Boulder, Winter Park, Denver and Parker, named **Bill Hayne** to head the civil engineering department. Hayne has designed for master planned communities and commercial clients such as Wal-Mart, McDonald's, Krogers and Wyndham. He has municipal experience ranging from wastewater to roadway improvement projects.

HIGH TECH

Chris Bentley, director of business development for MWH Global Inc. in Broomfield, was nominated the

board of directors of the Colorado Cleantech Industry Association.

Webroot Software Inc. in Boulder appointed **Masa-hiro Morimoto** to the new position of vice president, Asia-Japan.

NONPROFIT

Volunteer Connection of Boulder County appointed **Jim Pollicita** executive director. He has 30 years experience in new program development, management and marketing in nonprofits, higher education and business.

The Colorado Renewable Energy Society based in Denver named **Tony Frank** executive director. **Sheila Townsend**, former executive director, will remain with CRES as operations director.

REAL ESTATE

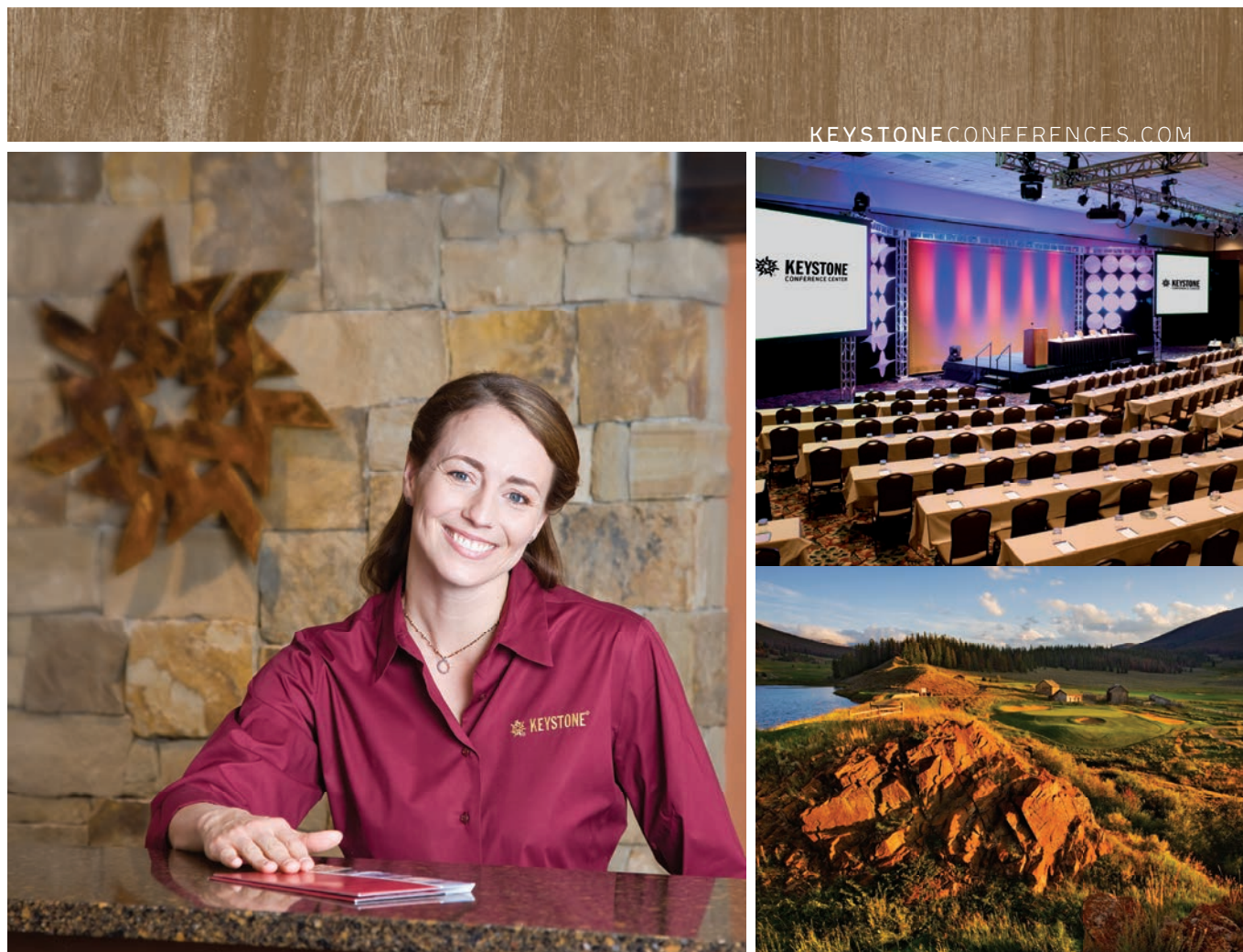
Monique Cole, a Boulder-area Realtor, has joined Boulder-based Pedal to Properties, a full-service real estate firm. A Boulder resident for 14 years, Cole has been a Realtor for six years — she has practiced three

years in Hawaii and three in Boulder for Goodacre & Co. She is short-sale and foreclosure-resource certified and is training to become an ecobroker.

Cindy Schlager, relocation director at Wright Kingdom Real Estate in Boulder, was a speaker at the 2010 Leading Real Estate Companies of the World conference March 9-11, at the Encore at Wynn hotel in Las Vegas. The annual event attracted 850 real estate brokers, managers, relocation professionals, sponsors and guests from the U.S. and eight countries around the world.

The Bernardi Real Estate Group at Coldwell Banker Residential Brokerage hired **Emily Lytle** as office coordinator. Lytle is from Illinois and has a degree in photography from Southern Illinois University.

Deadline to submit items for On the Job 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; fax to 303-440-8954; or e-mail to news@bcbcr.com with On the Job in the subject line. Photos submitted will not be returned.



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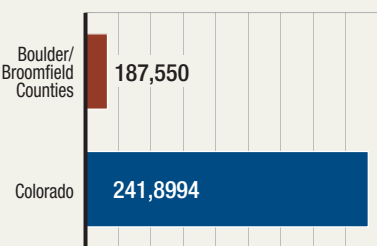
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BOULDER VALLEY

Economic Scoreboard

At a glance: Jobs



Source: Colorado Department of Labor

CITY STATS	Population	Population change	City square miles	City sales tax	Latest home median sales price	Previous year home median sales price	Change in home median sales price	Last updated
Boulder	103,606	1%	25.5	3.41%	\$525,000	\$535,000	-1.9%	03/10
Broomfield	56,000	1.8%	33.6	4.15%	\$317,000	\$348,490	-9.0%	03/10
Erie	18,150	3.7%	17.5	3.5%	\$310,000	\$303,540	2.1%	03/10
Lafayette	26,448	1.9%	9.3	3.5%	\$304,000	\$315,000	-3.5%	03/10
Longmont	86,303	-1.1%	22.3	3.275%	\$220,000	\$220,000	0.0%	03/10
Louisville	19,400	-0.4%	7.9	3.5%	\$359,000	\$355,000	1.1%	03/10
Superior	14,000	0%	4.26	3.46%	\$387,000	\$401,000	-3.5%	03/10
REAL ESTATE	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder/Broomfield counties existing home sales	225	173	30.1%	216	4.2%	398	1.3%	02/10
Boulder County new home sales	20	23	-13.0%	28	-28.6%	363	-27.8%	12/09
Boulder County residential and commercial property sales	\$117,826,900	\$171,383,900	-31.2%	\$97,537,800	20.8%	\$117,826,900	20.8%	01/10
Boulder/Broomfield counties foreclosures	144	130	10.8%	118	22.0%	274	26.9%	02/10
Boulder County annual home appreciation rate	-1.45%	-0.68%	-0.77%	2.18%	-3.63%	N/A	N/A	4Q/09
Boulder County residential building permits	7,357	7,264	1.3%	7,264	1.3%	N/A	N/A	2009
Boulder County residential building permits value	\$216,621,854	\$457,021,248	-52.6%	\$457,021,248	-52.6%	N/A	N/A	2009
Boulder County commercial building permits	974	1,136	-14.3%	1136	-14.3%	N/A	N/A	2009
Boulder County commercial building permits value	\$184,883,332	\$296,646,562	-37.7%	\$296,646,562	-37.7%	N/A	N/A	2009
BOULDER VALLEY VACANCY RATES	Latest	Previous	Change from previous	Year ago	Change from year ago	Total space surveyed (s.f.)	Change in total space surveyed (s.f.)	Last updated
Office	13.5%	12.6%	0.9%	14.2%	-0.7%	12,860,555	-1.4%	4Q/09
Flex	8%	8%	0%	10.9%	-2.9%	19,173,208	1.1%	4Q/09
Industrial	10.3%	7.7%	2.6%	5.5%	4.8%	16,547,722	-2.7%	4Q/09
GROSS CONSUMER SALES	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder	\$1,062,775,377	\$1,092,487,223	-2.7%	\$1,196,751,184	-11.2%	\$2,155,262,600	-9.2%	2Q/09
Broomfield	\$508,768,369	\$497,420,325	2.3%	\$535,026,546	-4.9%	\$1,006,188,694	-8.9%	2Q/09
Erie	\$12,848,421	\$14,290,401	-10.1%	\$14,650,617	-12.3%	\$27,138,822	-9.7%	2Q/09
Lafayette	\$129,035,459	\$179,528,690	-28.1%	\$140,151,607	-7.9%	\$308,564,149	-25.9%	2Q/09
Longmont	\$581,262,311	\$546,487,880	6.4%	\$574,103,243	1.2%	\$1,127,750,191	-5.8%	2Q/09
Louisville	\$179,808,671	\$175,216,773	2.6%	\$196,168,211	-8.3%	\$355,025,444	-10.1%	2Q/09
Lyons	\$11,567,791	\$11,571,768	0.0%	\$20,578,398	-43.8%	\$23,139,559	-46.4%	2Q/09
Nederland	\$7,782,860	\$6,229,712	24.9%	\$7,524,421	3.4%	\$14,012,572	-9.2%	2Q/09
Niwot	\$13,670,990	\$7,580,971	80.3%	\$9,135,782	49.6%	\$21,251,961	-1.5%	2Q/09
Superior	\$82,895,245	\$83,759,642	-1.0%	\$89,500,419	-7.4%	\$166,654,887	-5.8%	2Q/09
Ward	\$288,383	\$171,887	67.8%	\$184,963	55.9%	\$460,270	37.6%	2Q/09
Unincorporated Boulder County	\$168,450,146	\$210,460,054	-20.0%	\$252,977,984	-33.4%	\$378,910,200	-18.7%	2Q/09
Total	\$2,759,154,023	\$2,825,205,326	-2.3%	\$3,036,753,375	-9.1%	\$5,584,359,349	-10.5%	2Q/09
SELECT CONSUMER SALES	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder/Broomfield counties motor vehicle sales	\$140,943,000	\$125,246,000	12.5%	\$181,959,000	-22.5%	\$307,205,000	-14.4%	2Q/09
Boulder/Broomfield counties restaurant sales	\$152,260,000	\$140,359,000	8.5%	\$161,548,000	-5.7%	\$301,907,000	-2.7%	2Q/09
Boulder/Broomfield counties building material sales	\$75,517,000	\$51,903,000	45.5%	\$79,668,000	-5.2%	\$609,112,000	-9.0%	2Q/09
JOBS	Latest	Previous	Change from previous	Year ago	Change from year ago	Unemployment rate	Change in unemployment rate	Last updated
Boulder County	160,011	162,536	-1.6%	163,627	-2.2%	6.6%	0.9%	01/10
Broomfield County	27,539	27,778	-0.9%	28,528	-3.5%	7.5%	0.8%	01/10
Colorado	2,418,994	2,455,650	-1.5%	2,514,616	-3.8%	8.2%	1.6%	01/10
United States	138,641,000	137,792,000	0.6%	141,748,000	-2.2%	9.7%	0%	02/10
BANKRUPTCIES	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder / Broomfield Counties	109	79	38.0%	70	55.7%	1250	4.4%	12/09
VENTURE CAPITAL	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder/Broomfield counties	\$33,715,200	\$35,688,100	-5.5%	\$57,190,200	-41.0%	\$300,876,000	-32.3%	4Q/09
Colorado	\$132,015,300	\$50,348,100	162.2%	\$127,600,000	3.5%	\$470,379,200	-41.6%	4Q/09
United States	5,018,591,300	\$4,808,819,400	4.4%	\$5,400,000,000	-7.1%	\$16,505,491,500	-40.8%	4Q/09
LOCALLY BASED BANKS	Total assets	Yearly change in assets	Total deposits	Yearly change in deposits	Total loans	Yearly change in loans	Quarterly income	Last updated
AMG National Trust Bank	\$115,030,000	15.4%	\$96,981,000	16.9%	\$23,772,000	77.3%	\$509,000	3Q/09
FirstBank of Boulder	\$525,385,000	5.2%	\$484,879,000	14.2%	\$207,727,000	7.2%	\$7,008,000	3Q/09
FirstBank of Longmont	\$393,241,000	-5.6%	\$359,320,000	4.5%	\$137,535,000	14.3%	\$4,677,000	3Q/09
FirsTier Bank	\$885,143,000	20.9%	\$734,816,000	23.9%	\$723,033,000	6.4%	-\$8,667,000	3Q/09
Flatirons Bank	\$96,680,000	97.8%	\$52,222,000	72.1%	\$42,592,000	35.8%	-\$3,000	3Q/09
Mile High Banks	\$1,296,569,000	-0.25%	\$1,100,860,000	9.6%	\$1,145,769,000	-8.6%	-\$2,141,000	3Q/09
Summit Bank & Trust	\$99,724,000	40.9%	\$89,131,000	92%	\$58,406,000	6%	-\$2,967,000	3Q/09
LOCALLY BASED CREDIT UNIONS	Total assets	Yearly change in assets	Total deposits	Yearly change in deposits	Total loans	Yearly change in loans	Quarterly income	Last updated
Ashoka Credit Union	\$2,414,803	8.5%	\$2,142,598	8.3%	\$2,158,091	3.7%	\$20,660	3Q/09
Boulder Municipal Employees Credit Union	\$56,450,353	6.6%	\$51,573,039	7.2%	\$37,485,731	-4.2%	-\$113,815	3Q/09
Boulder Valley Credit Union	\$199,408,658	19.1%	\$178,931,055	19.6%	\$109,346,133	1.6	\$957,513	3Q/09
Community Financial Credit Union	\$115,446,003	7.2%	\$98,191,153	6.2%	\$74,317,647	14.9%	-\$257,409	3Q/09
Elevations Credit Union	\$922,208,730	7.3%	\$846,026,500	10.3%	\$675,272,482	23.5%	\$6,937,256	3Q/09
Premier Members Credit Union	\$319,506,273	9.7%	\$284,020,386	10.7%	\$264,534,848	10.2%	\$3,450,683	3Q/09
St. Vrain Valley Credit Union	\$82,208,572	6.7%	\$74,514,253	7%	\$63,179,317	8.8%	\$401,781	3Q/09

Compiled By David Clucas

BCBRDAILY from 2A

operating on a regional basis from its warehouse in Boulder, and Savage eventually plans to open distribution centers on the East and West coasts to expand nationwide.

Mountainside's HQ stays put

BOULDER — Mountainside Medical LLC will receive up to \$50,000 in business incentives from the city of Boulder to keep its headquarters in Boulder.

Pete Neidecker, founder and managing partner of the medical-device manufacturing company, said he was thinking about moving the company’s headquarters to the Salt Lake City area because Utah offered substantial incentives for them to relocate. But Boulder’s incentives helped keep the company here.

“The incentives were a major, major deciding factor for us,” Neidecker said.

The business incentives come in the form of sales- and use-tax and permit-related fee rebates through the city’s flexible rebate program.

Earlier this month, Mountainside Medical announced plans to open a 9,000-square-foot manufacturing facility at 1172 Century Drive in Louisville. Neidecker said the company will receive up to \$400,000 in training grants from the city of Louisville based on how many employees Mountainside has, and Louisville is providing rebates on sales and use tax and half of the permit fees.

The company also plans to add about 50 employees over the next two years.

PureEnergy goes international

BOULDER — PureEnergy Solutions Inc., formerly WildCharge Inc., has formed partnerships with two companies in an effort to expand its presence in Australia and New Zealand.

Boulder-based PureEnergy signed the agreement with Japan-based Uniden Corp. and Australian-based Mint Wireless Ltd. Uniden will use PureEnergy’s WildCharge wireless charging technology and distribute it through Mint Wireless, which it’s had a distribution agreement with since 2009.

Uniden’s Wireless Power Series will use the wireless charging pad to accommodate more than 600 different mobile phones.

“PureEnergy is poised to be the leading supplier of this technology in those countries through these important brands,” Dennis Grant, PureEnergy’s chief executive officer, said in a statement. “We’re very impressed with how quickly Mint and Uniden have worked to get these solutions into the market.”

INTERNET NEWS

Boulder-based Frank Eriksen, a voice-over personality, is launching a free **All Things Boulder** podcast (www.AllThingsBoulder.com) that features news, music, info and opinion on all things Boulder.



EMPLOYEE-BENEFITS COMPANIES

(Companies in Boulder and Broomfield counties ranked by number 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 Web site
1	1	PROFESSIONAL FINANCIAL SPECIALISTS INC. 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 www.psfi.net
2	4	DAVID A. MARSHALL & ASSOCIATES 2150 N. Sixth St., Suite E Broomfield, CO 80020 303-516-0522/303-516-0246	481 4,115 5 Yes	Yes 112 1/500 Yes	Dorothy Marshall, Vice President David A. Marshall, President 1991 www.davidamarshall.com
3	2	CBIZ MEYERS DINING 3011 Broadway Boulder, CO 80304 303-443-1586/303-443-7601	463 46,550 20 Yes	Yes 96 2/10000 Yes	Elizabeth Dining, Managing Director 1991 www.meyersdining.com
4	3	FIRST MAINSTREET INSURANCE LLC 512 Fourth Ave. Longmont, CO 80501 303-776-5122/303-776-5495	369 6,546 1 Yes	Yes 23 5/500 Yes	Kurt Mann, Chief Benefits Consultant 1905 www.firstmainstreet.com
5	5	VOLK & BELL BENEFITS LLC 2040 Terry St., Suite 101 Longmont, CO 80501 303-776-3105/N/A	325 4,000 8 Yes	Yes 110 1/500 Yes	Clair Volk, President, Owner John Bell, Principal 1987 www.vbbenefits.com
6	6	HOFGARDBENEFITS 1510 28th St., Suite 250 Boulder, CO 80303-1000 303-442-1000/303-449-0243	210 1,500 4 Yes	Yes 45 1/2,000 Yes	James Marsh, President 1956 www.hofgard.com
7	7	KELMEG & ASSOCIATES INC. 7050 W. 120th Ave., Unit 205 Broomfield, CO 80020 303-466-9575/303-466-9233	160 1,438 2 Yes	No 28 1/100 Yes	Chip Murphy, CEO 1989 www.kelmeg.com
8	NR	BLILEY INSURANCE GROUP LLC 4730 Table Mesa Drive, Suite G-200 Boulder, CO 80305 303-494-8866/303-499-9853	N/A N/A 3 Yes	Yes 75 1/500 Yes	John H. Bliley, MBA, CLU, Owner 1977 www.blileyinsurancegroup.com
9	NR	TAGGART & ASSOCIATES 1600 Canyon Blvd., P.O. Box 147 Boulder, CO 80302 303-442-1484/303-442-8822	N/A N/A 3 Yes	No 55 5/500 Yes	Denise Dougherty, Employee Benefits Department Mike Taggart, President 1933 www.taggartinsurance.com
10	NR	PRECISION BUSINESS PLANNING ASSOCIATES INC. DBA MAIN STREET INSURANCE & FINANCIAL SERVICES 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
11	NR	MILESTONE INSURANCE 457 Main St. Longmont, CO 80501 303-531-6100/303-774-0256	N/A N/A 1 N/A	N/A N/A N/A N/A	Carolynne Muldoon Carla Melton 2005 www.milestone-ins.com
12	NR	SABO FINANCIAL GROUP INC. 5360 Arapahoe Ave., Suite G Boulder, CO 80303 303-938-2690/303-444-2716	N/A N/A 1 Yes	Yes N/A N/A Yes	Steven Sabo 1989 www.sabofinancial.com

*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@bcbr.com or calling our research department at 303-440-4950.

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards

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LAFAYETTE BUSINESS



JONATHAN CASTNER

Susan Bateman, an information technology engineer, overcame gender bias at the corporate level and now owns and runs CMIT Solutions in Lafayette. She recently fought a battle with cancer and won to return to the helm of her company.

Beating gender bias, cancer CMIT Solutions' owner manages IT, business, life

BY KEELY BROWN
news@bcbr.com

LAFAYETTE — When IT engineer Susan Bateman worked as a project manager for IBM, she noticed that, during conference calls, a member of her technical team from IBM India always called her “Sir.”

After the third time it happened, she asked, “Last summer when you worked with me in Boulder, did you think I was a man?”

He answered, “Oh, no, Susan! It’s just that I’ve never had a lady boss before.”

Bateman laughs now when she tells this story — and after 17 years as an engineer and project manager for IBM and Lotus — she has plenty of stories to tell about gender bias in corporate America. And she can throw in an inspiring tale about beating cancer.

In February, Bateman was diagnosed with uterine cancer. Days later, she had a radical hysterectomy, during which surgeons were able to remove all traces of cancer.

The battle against cancer was the biggest challenge of her life, but it came after years of having to deal with playing second fiddle in the workplace.

“I would walk into a conference

“Women have to be better at everything. It just makes you stronger, and it makes you work harder. When stuff happens, I grit my teeth and think, ‘I’ll show you.’”

Susan Bateman
OWNER,
CMIT SOLUTIONS

room full of men who were looking past me for the engineer,” she recalled. “I would calmly put my briefcase down and announce, ‘I am the engineer — now let’s get started.’”

During her years with IBM and Lotus, Bateman managed information technology projects for corporate giants such as FedEx, Price Waterhouse and Shell Oil.

But it was while working with a major pet food company in Kansas that she had her most shattering experience of gender profiling.

After spending a week working with the company’s computer system, Bateman was asked by the CEO of the company, “Who is our project manager engineer — what’s his name?” not realizing that “he” was the “she” standing next to him.

To make matters worse, her own boss didn’t support her. “I had already been told I would be the project manager, but our vice president froze and muttered, ‘I don’t know yet, we’ll decide later,’” Bateman recalled. “I ended up doing it, but the reaction of that vice president really damaged our working relationship.”

Today, Bateman owns her own company, CMIT Solutions, a franchise offering IT management and security solutions for businesses. CMIT was founded in 1996 in Austin, Texas, under the name Computer MOMS. While MOMS was actually an acronym for Mentors on the Move, the name presented more problems for Susan — again, albeit mistakenly, associated with gender assumptions.

“Businessmen don’t want to pick up the phone and call something called Computer Moms,” laughed Bateman, who purchased her franchise, which

► See **Beating, 13A**

EarthRoamer revived but departing Lafayette

Owners to sell building, will relocate to Dacono

BY DOUG STORUM
dstorum@bcbr.com

LAFAYETTE — Bill Swails and a few employees of EarthRoamer.com LLC have purchased the assets of the beleaguered manufacturer of luxury off-road vehicles and will be moving operations from Lafayette to Dacono.

EarthRoamer.com LLC, established by Swails and Michele Connelly, filed for Chapter 7 bankruptcy in 2009 due to a lack of sales.

But Swails joined forces with former production manager Eric Rexroth and former service managers Tyler Tatro and

“Right now we can break even with the repair and upgrades for the 100 vehicles (EarthRoamers) we already have made.”

Bill Swails
PRESIDENT,
XPEDITION VEHICLE SERVICE LLC

Mike Funari to buy some assets of the company and form Xpedition Vehicle Service LLC, which will operate under the trade name EarthRoamer.

Swails is the designer of EarthRoamer’s XV-LT and XV-JP Xpedition Vehicles.

The new company signed a long-term lease for production space at 5073 Silver Peak Ave in Long’s Peak Business Center in Dacono.

The new company is manufacturing EarthRoamer XV-LTs and providing repairs and upgrades at the old company’s headquarters at 1460 Overlook Drive in Lafayette until the new space is ready to be occupied in June.

A deal is in the works to sell EarthRoamer’s 56,000-square-foot headquarters and garage for approximately \$5.4 million.

Swails said the new EarthRoamer company employs seven people, and the new business model won’t be as reliant on new-vehicle sales as in the past.

“Right now we can break even with the repair and upgrades for the 100 vehicles we already have made,” Swails said.

► See **EarthRoamer, 13A**

BEATING from 12A

covers Boulder County, for \$35,000 back in 2002. Eighteen months later, Computer MOMS was rebranded as CMIT — an acronym for Computer Mentor Information Technologies.

Today, CMIT Solutions has 117 franchises throughout the United States, with seven located in Colorado. Designed for small- to medium-size businesses, CMIT offers both full-time managed maintenance services and immediate “break/fix” services for computer emergencies.

The company’s signature product, “CMIT Marathon,” offers ongoing 24/7 maintenance and support. Network systems are managed through a connection to an administrative Web site, which not only troubleshoots for impending problems, but also connects to a network operations center staffed by a team of full-time operators.

CMIT offers monthly maintenance packages ranging from \$20 per work station and \$99 per server, up to \$79 per work station and \$309 per server. For “break/fix” services, the fee is \$85 per hour if the computer is brought in for servicing, or \$110 per hour for onsite fixes.

CMIT’s other services include assessment consultations and even free technology webinars for small business owners.

Bateman’s CMIT franchise has a client list in the hundreds. While

much of her marketing is done through direct-mail and Web site advertising, she estimates that 70 percent of her business comes from referrals given by satisfied customers.

This customer loyalty has also helped CMIT weather the current economic crisis. According to Bateman, 2008 was her best year ever, with revenue at around \$350,000. And last year’s revenue, while down somewhat, still made budget.

In addition, Bateman has garnered several prestigious local business awards in the last several years, including the 2009 Business of the Year award from the Lafayette Chamber of Commerce.

A former college swimming champion, Bateman relishes competition — even when, more often than not, she’s competing because of her gender rather than her skills.

“Women have to be better at everything,” she said. “It just makes you stronger, and it makes you work harder. When stuff happens, I grit my teeth and think, ‘I’ll show you.’ ”

Bateman now is cancer-free but is still recovering from the surgery and is limited to working half days over the next couple of months. She considers her cancer story to be not a private battle, but rather, a public fight. She credits her friends, family and colleagues — and an online network of cancer survivors, MyLifeLine.

CMIT SOLUTIONS

808 S. Public Road, Suite 102

Lafayette, CO 80026

303-673-9994

www.cmitsolutions.com

Susan Bateman, president and owner

Employees: 4

Primary service: Offers managed services for IT system maintenance and security

Founded: 1996

org — with giving her the support she needed on her journey towards a full recovery.

As a mother of two children, IT engineer, business owner and now cancer survivor, Bateman wears her many hats proudly.

“I think that women are naturally good at multitasking,” she said. “That’s why they make good project managers and business owners, because they can handle a lot of things coming at them all at once.”

Her secret for running a successful business in a male-dominated industry — while battling such vicissitudes of life as career discrimination and cancer — is to continually cultivate what she calls an “attitude of gratitude.”

“It makes you appreciate what you have, even though you’ve had to work hard at it,” she said.

“I’ve had the most fun anyone could have,” she added. “It’s never been easy — but it’s always been fun.”

EARTHROAMER from 12A**Ramping up**

“We’re ramping up, and we’ve taken orders on three vehicles this year,” he said. The vehicles sell for more than \$100,000.

The four-wheel drive, turbo-diesel, Ford F-550 based EarthRoamer XVLT is capable of running entirely on renewable biodiesel and solar energy. It uses a 0.5 kilowatt solar panel array and a 6.1 kilowatt per hour AGM battery bank. Biodiesel compatible air heaters, water heaters and stoves replace the propane appliances found on traditional RVs.

Following record sales in fourth-quarter 2007, EarthRoamer.com LLC moved into the new 56,000-square-foot corporate headquarters in February 2008 — just as diesel fuel prices began to climb higher than \$4.50 per gallon.


Swails said the high fuel prices and a faltering economy caused a rapid drop in new vehicle sales and by mid-summer 2008 the company had laid off half of its work force.

By the end of 2008, the company was unable to service the debt on the new corporate headquarters and had ceased operations.

Connelly, the first EarthRoamer’s president and chief executive, currently is seeking employment at the executive level. In her spare time she is helping her boyfriend launch his company, Simple Solutions Manufacturing, which makes after-market switch panels for Jeeps.

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WIND from 1A

terfield said.

"Normally, the rotors in a wind turbine turn slower than the generators, which like to move fast," Butterfield explained. Frequently, engineers will design a gearbox to speed up the rotors to match the generators — it's the least expensive solution today but not the most mechanically reliable.

Direct-drive generators are more reliable — everything is moving at the same speed, Butterfield said. But direct-drive generators make the wind turbine heavy and expensive.

"Our challenge will be to make reliable direct-drive, megawatt wind turbines as light and inexpensive as gear-driven systems," Butterfield said.

Butterfield hopes to have a proof of concept within two years, and a proto-

type machine in three years. The large 1.5-megawatt wind turbines would span about 88 to 105 meters in diameter.

"A lot of people ask: 'Are you going to build those in Boulder?'" he said. "We'll probably find a larger location outside the city or in Denver when it comes to that point, but the design team will be here in Boulder."

Butterfield said he chose Boulder because, "It's an easy place to attract competent wind-energy engineers." He's already convinced new employees from Montana, and as far as Denmark, to move here.

Jim Smith, vice president of engineering and a principal of Boulder Wind Power, is moving from Connecticut, after working 30 years for General Dynamics' Electric Boat

division, developing propulsion systems for submarines.

There's also local talent and expertise backing the company. Ron Bernal, who previously worked with Boulder-based Sequel Ventures Partners and is now with New Enterprise Associates helping fund Boulder Wind Energy, sits on the company's board. Bernal helped start the Colorado Cleantech Industry Association in Denver and was previously an executive at Cisco Systems and Silicon Graphics.

Attorney Jim Linfield, a partner with Cooley Godward Kronish's Broomfield office, also helped with the startup of the company.

Ted Harris with Studley Inc. and Jason Kruse with The Colorado Group Inc. helped broker the real estate deal

for Boulder Wind Energy's new space.

"Boulder has become a center for wind-energy excellence," Butterfield said. "Quite a bit of that comes from the governor casting Colorado as a wind-energy state."

But don't expect to see big wind farms cropping up in Boulder, Butterfield said. The area is better known as the place to attract the brains behind wind power.

"We in Boulder think we get high winds, and we do, but we don't get high annual average wind speeds that are good for a wind farm," he said. "We get good bursts of high winds, which is good for testing — like NREL does between here and Golden. The northeast part of the Colorado is better suited for wind farms."

INSURANCE from 1A

state exchanges could purchase a policy in another state.

Meinhold said the governor's office will get the ball rolling on what Colorado's SHOP exchange might look like by creating a forum for open discussions including the Legislature, insurance providers, small businesses and individuals wanting health insurance.

She said by 2012 states will have to show progress toward devising a plan. If not, they will be required to use an exchange plan created by the federal government.

The Congressional Budget Office has estimated that the exchanges would ease small-business insurance costs, albeit only marginally: premiums in the small-group market are forecast to fall between 1 percent and 4 percent under the exchanges, while the amount of coverage would rise by up to 3 percent.

But for now and until the SHOP exchanges are set up, businesses with 10 or fewer full-time-equivalent employees earning less than \$25,000 a year on average will be eligible for a tax credit of 35 percent of health-insurance costs, according to the National Federation of Independent Business, an organization

STARTING IN 2014,

businesses with 50 or more workers must either offer health insurance or face a penalty of up to \$2,000 per employee. The penalty amount in the original bill was \$750 per worker, but was increased in the Reconciliation Act of 2010 signed by President Obama on March 30.

that among other things, lobbies Congress on behalf of small businesses.

The organization also said companies with between 11 and 25 workers and an average wage of up to \$50,000 are eligible for partial credits.

Businesses with fewer than 25 employees that pay an average of no more than \$40,000 will get a tax credit — up to 35 percent of the company's share of their total health-care premium.

Companies with 26 to 49 workers are unaffected.

Starting in 2014, businesses with 50 or more workers must either offer health insurance or face a penalty of up

to \$2,000 per employee. The penalty amount in the original bill was \$750 per worker, but was increased in the Reconciliation Act of 2010 signed by President Obama on March 30.

The tax credit will remain in place, increasing to 50 percent of costs, for the first two years a company buys insurance through its state exchange.

The coverage offered will have to meet minimum benefits — covering both a specific set of services and 60 percent of employee health costs overall — or else employers will face additional penalties.

The Congressional Budget Office predicts that the tax credit will affect

about 12 percent of individuals covered via the small-group insurance market, lowering their cost of insurance by between 8 percent and 11 percent.

Insurers will no longer be able to set rates or exclude coverage based on pre-existing conditions, and can vary premiums only by geographic location, age, and tobacco use. These restrictions would not kick in until 2014.

Going into effect immediately: a ban on lifetime limits on coverage and canceling policies already issued except in cases of fraud.

Other House amendments approved under the reconciliation process include:

- Part-time employees would be counted toward the 50-employee minimum on a pro-rated basis based on hours worked, bringing more small businesses into the group required to provide coverage.

- Individuals earning more than \$200,000 a year, or couples earning \$250,000 or more, would be hit with a 3.8 percent surcharge on investment income to help pay for the bill.

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GREEN ECONOMY

17A | Tapping stimulus funds

California water district picks New Sky's process

BY DOUG STORUM
dstorum@bcbr.com

BOULDER — New Sky Energy Inc. in Boulder is partnering with the Westlands Water District in California to develop a water-treatment plant that converts drainage water with a high salt content to water that can be used for irrigation.

The joint venture, called Ag-Water New Sky LLC, combines conventional desalination technology with New Sky Energy's salt-conversion technology.

The first phase of the \$3.2 million

project is projected to break ground in the Central Valley in the second half of 2010. The plant will treat approximately 240,000 gallons of drainage water per day and convert approximately 5 tons of waste brine salts into carbon-neutral and carbon-negative chemicals. These byproducts, such as acid and caustic soda, and solid carbonates like limestone and soda ash, can be used in the manufacture of glass, plastic or building materials.

The project will trap approximately 2.8 tons of carbon dioxide daily.

"Westlands is the largest agricultural water district in the country,

and all of our farmers are dealing with urgent water-supply issues," said Tom Birmingham, the district's executive director. "New Sky Energy's salt-conversion technology is a top priority for our district, and we are extremely excited about the prospects for cost-effective water treatment they may create."

"This project opens up an entirely new path to cost-effective water treatment in the Central Valley," said Deane Little, founder of New Sky Energy. "By converting drainage water into fresh water and clean chemicals we can help solve freshwater short-

ages and drainage-water pollution while creating clean-tech jobs at the same time. We are excited to be putting our clean technology to work for California farmers and helping to transform waste into revenue."

"The desalination of Central Valley drainage water will typically produce 8 to 10 tons of solid waste per acre foot of water treated," said Ron Smith, chief executive of Ag Water – New Sky. "With our advanced treatment systems and the New Sky Energy technology, we will convert these solid-waste materials to valuable agricultural and industrial commodities."

Talking with the grid

Tendril's display helps homeowners decide when to use energy

BY DOUG STORUM
dstorum@bcbr.com

BOULDER — Tendril Networks Inc. in Boulder continues to roll out products that help consumers monitor and control their energy use by directly communication with a utility's power grid.

The latest gadget from Tendril is the Vision. Unveiled late in March, it's a countertop display that looks similar to a digital clock. It links directly to a utility's power grid and creates a display of energy use and cost.

Fast Company magazine said of all these type devices being brought on the market, the Vision looks like the front runner for home smart-grid energy management.

"For the first time, people at home can receive real-time information through a highly intuitive device, said Adrian Tuck, Tendril's chief executive, in a prepared statement.

"It allows them to take an active role in how much energy they use in order to change their behavior and see immediate results," Tuck said. "Utilities realize that they need to engage directly with their customers in order to drive efficiency and energy reduction. Vision provides the means of immediate communication and action that has been missing in consumers' homes until now."

Tendril worked with California-based design consultant IDEO to develop the Vision.

The display hooks up to Tendril's platform that includes utility



COURTESY TENDRIL NETWORKS INC.

The Vision by Tendril Networks Inc. in Boulder and California-based IDEO is approximately 8 inches by 6 inches and weighs less than two pounds. It is tied to appliances in the home and to a utility's power grid and can notify homeowners when energy is least expensive based on what the power demand in on the grid.

applications for demand response, energy awareness, load control, distributed generation and electric vehicles.

It displays upcoming, real-time events. In the center of the clock's hands is a colored circle that grows to represent how much energy a home is using. Tendril's display anchors to household appliances and displays visual cues for different energy events such as peak

pricing periods.

The device can notify users of cheap energy at a certain time, helping a homeowner decide when to run a dishwasher or adjust the thermostat.

The real-time data display is also accompanied by a Web portal service that allows customers to look at detailed information online plus create, and manage, their own customized energy-use plan.

Deadline for commercial ClimateSmart loans extended

BY DAVID CLUCAS
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Boulder County has extended the deadline of its ClimateSmart Loan Program for commercial property owners to July 12.

County officials said the extended deadline, which was previously March 15, will allow additional time for commercial property owners to tap a pool of \$12 million in low-interest loans available to make green improvements to properties.

The voluntary program provides financing for more than 70 different energy efficiency and renewable energy upgrades. Financing obtained through the ClimateSmart Loan Program for commercial property projects is repaid by the property owner throughout a five- or 10-year period. The payments are made via an assessment on the property's annual tax bill, tying the loans to property, not the individual.

The county was authorized to issue up to \$40 million in bonds — ultimately funded by outside investors — to support the program after voters passed ballot issue 1A in November 2008.

In 2009, Boulder County allocated 612 ClimateSmart loans worth about \$9.8 million in the first two rounds of financing to the residential real-estate sector.

This is the first round of loans offered to commercial property owners. A third round of \$12 million available to residential owners began on March 15, with applications due April 28.

For more information, applications, and workshops, visit ClimateSmart-LoanProgram.org.

business report
LIST

RECYCLING COMPANIES

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

RANK	PREV. RANK	Company	Revenue 2009 Percent of business: corporate	Employees-Local Employees worldwide	Products/Services	Person in Charge Title Year Founded Web site
1	1	ECO-CYCLE INC. P.O. Box 19006 Boulder, CO 80308 303-444-6634/303-444-6647	\$5,000,000 N/A	66 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 and/or composting services and/or education.	Eric Lombardi, Executive director Marti Matsch, Communications Director 1976 www.ecocycle.org
2	2	GREEN GIRL RECYCLING SERVICES P.O. Box 324 Jamestown, CO 80455 303-442-7535/303-459-1012	\$500,000 100%	5 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.thegreengirl.com
3	3	WESTERN DISPOSAL SERVICES 5880 Butte Mill Road Boulder, CO 80301 303-444-2037/303-444-7509	N/A N/A	130 130	Provides collection, recycling and disposal services to residential and commercial customers.	Gary Horton, President 1970 www.westerndisposal.com
4	15	WISE RECYCLING LLC 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	4	ROCKY MOUNTAIN RECYCLING 6510 Brighton Blvd. Commerce City, CO 80022 303-288-6868/303-288-0250	N/A 99%	50 50	Ferrous and nonferrous metals.	Larry Odel, President 1936 www.mountainrecycling.com
6	5	BENSON & BENSON METALS CO. 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	6	HAUL AWAY RECYCLING INC. P.O. Box 19091 Boulder, CO 80308 303-931-7398/N/A	N/A N/A	8 8	Salvage of materials from buildings: cardboard, metals, clean scrapwood.	Russ Callas, Owner 2000 www.haulawayrecycling.com
8	8	RESOURCE - RECLAIMED BUILDING MATERIALS 2665 63rd St. Boulder, CO 80301 303-419-5418/N/A	N/A N/A	7 7	Accepts donations of and sells reclaimed building materials. Is an environmental program of the Center for ReSource Conservation.	Shaun LaBarre, Program Manager 1996 www.ReSourceYard.org
9	7	CANLAND RECYCLING 6141 N. Federal Blvd. Denver, CO 80221 303-426-4141/N/A	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
10	9	THE WIRELESS ALLIANCE LLC 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
11	10	ACTION RECYCLING 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
12	11	WESTERN ALUMINUM RECYCLING 3280 Valmont Road Boulder, CO 80301-2112 303-447-0252/303-447-0252	N/A N/A	4 4	Nonferrous metals.	Brad Barlow, Co-owner Dale Barlow, Co-owner 1988 N/A
13	12	ARVADA RECYCLING 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 N/A
14	13	UNWANTED APPLIANCES HAULED AWAY 2300 W. Second Ave., Unit 3 Denver, CO 80223 303-430-7142/N/A	N/A N/A	3 3	Appliances, metals.	Joe Arner, Owner N/A www.unwanted.com
15	14	REPUBLIC SERVICES OF COLORADO 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

*Second ranking criterion is number of employees.

RESEARCHED BY Beth Edwards

2010
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greenbook
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The **Boulder County Business Report's** annual **GREEN BOOK** reports on the environmental mindset of Boulder Valley professionals - innovative entrepreneurs and business leaders doing business in a socially and earth-friendly way. The Green Book will showcase our community's dedication to leading the way in sustainable living and business practices - *while earning a profit!*

Promote your green business in the **GREEN BOOK** and capture the attention of the most forward-thinking audience - the readers of the **Boulder County Business Report**.

AWARDS

Knudson Gloss Architects of Boulder received The Nationals Gold Award for Best Custom Home in the country from the National Association of Home Builders National Sales and Marketing Council. The Ravenna House was selected from a field of more than 700 entries by a panel of six industry professionals from across the nation.

The national Vote Solar Initiative named **Gov. Bill Ritter** as a Solar Champion for his leadership in developing Colorado's New Energy Economy and helping to develop a strong solar industry across the country.

Boulder-based **Justin's**, a manufacturer of all-natural nut butter, was awarded Best New Vegetarian Product by VegNews Magazine at the 2010 Natural Products Expo West in Anaheim, Calif. The award was determined by VegNews industry professionals, and recognizes Justin's Chocolate Hazelnut Butter for its palate pleasing taste and premium, all-natural ingredients that

are vegetarian and vegan friendly.

Broomfield-based **MWH Global Inc.**, an environmental engineering, construction and strategic consulting firm, received the AGC Construction Safety Excellence Award from the Associated General Contractors of America at the organization's national conference in Orlando, Fla. The first place award was in the 250,001 to 500,000 hours worked category. The firm also received a 2010 Marvin M. Black Excellence in Partnering Special Recognition Award for its work as Program Manager-at-Risk with the city of Cape Coral on the \$500 million Utility Extension Program. Last month, MWH Constructors also received three safety awards for 2009 from the Colorado Contractor Association, a Colorado chapter of AGC, including the Traveling Safety Trophy for Best Overall Safety Performance in the District, the Improved Safety Award and the Zero Incidence Rate Award.

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Tapping stimulus funds for clean tech

Confusion followed passage of The American Recovery and Reinvestment Act of 2009, and questions quickly arose on how to access this bounty of resources.

Larger companies with staffed and well-funded accounting and legal support had the advantage of being able to review and analyze its provisions quickly and landed early awards.



GUEST OPINION
Brent Hendricks

It is now a year later, and although there is more general knowledge around the stimulus bill, it is still largely untapped (see chart).

Authorized loan and guarantee amounts exceeding \$100 billion still available for eligible businesses is staggering when compared to the amounts awarded to-date. Specific information and links can be found at a Department of Energy Web site found at www.energy.gov/recovery/renewable/funding.htm.

The Funding Opportunities page identifies specific areas of interest and lists projects seeking applicants. These projects can involve energy efficiency, infrastructure & storage,

coal generation & pollution control, hydrogen/fuel cells, nuclear, and other renewable sources of energy. Grant opportunities will additionally be posted at www.grants.gov.

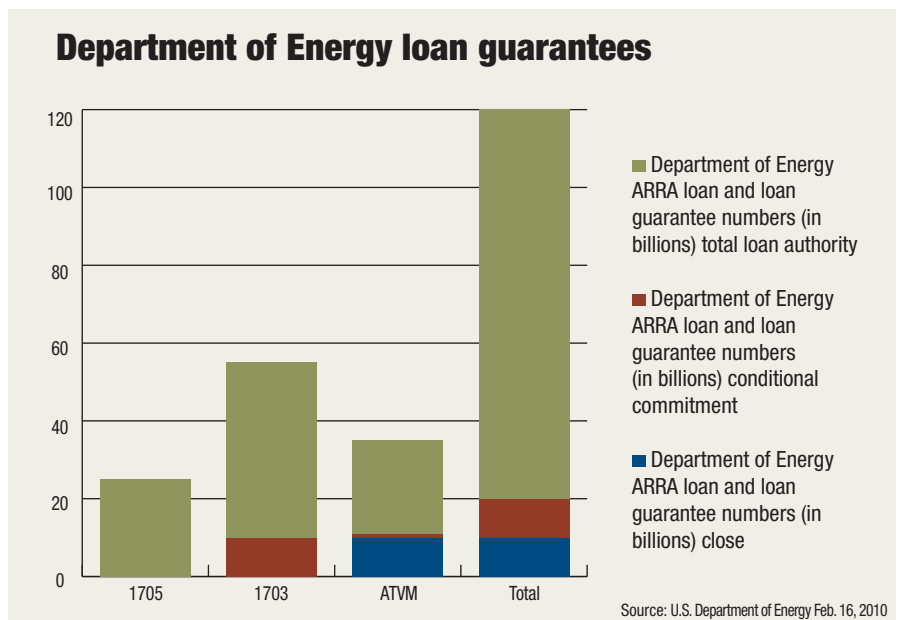
The following is a summary of these programs that can aid clean tech/renewable energy entrepreneurs seeking funds:

The 1703 Program was established through the Energy Policy Act of 2005 authorizing the DoE to

make loan guarantees to eligible projects that “avoid, reduce, or sequester air pollutants or anthropogenic emission of greenhouse gases,” and “employ new or significantly improved technologies as compared to technologies in service in the United States at the same time the guarantee is issued.”

The focus of this program is to promote early commercial use of innovative technologies and is not intended to fund research, development, demonstrations, or prototypes.

The 1705 Program was established through the recovery act as a temporary program authorizing the Department of Energy to make loan guarantees to eligible renewable energy



systems, electric transmission systems and leading-edge biofuels projects commencing construction by Sept. 30, 2011. These projects do not have to employ innovative technologies, unlike the 1703 Program.

The ATVM Program is the Advanced Technology Vehicles Manufacturing incentive program established by the Energy Independence and Security Act of 2007, offering both grants and loans to support the development of advanced technology vehicles and associated components in the U.S.

The loan portion of the ATVM Program provides loans to automobile

and automobile part manufacturers for the cost of re-equipping, expanding, or establishing manufacturing facilities in the U.S. to produce advanced technology vehicles or qualified components, and for associated engineering integration costs. The grant portion of this program is presently unfunded.

There have also been numerous temporary and long term clean tech and renewable energy incentives enacted and extended by Congress the past several years, most notably those included in the recovery act, which provide for 30 percent grants

► See **Tapping, 18A**

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TAPPING from 17A

in lieu of tax credits for purchases of certain business energy property such as for solar, geothermal, fuel cell, small wind, or passive solar energy equipment placed in service in 2009 and 2010, and the Advanced Energy Project Tax Credit.

The Treasury grant in lieu of credits program was initiated because Congress determined that tax credits were not providing sufficient incentive to stimulate spending on alternative energy investments due in large part to a lack of investors with a significant tax appetite to use the tax credits during the economic downturn.

The application and information on the process can be found at another DoE Web site through the National Renewable Energy Lab (NREL): <https://treas1603.nrel.gov/>. The 30 percent Advanced Energy Project Credit is a program whereby Federal income tax credits are awarded for updating, re-equipping, and expanding qualified renewable energy manufacturing facilities.

Although the first apportionment of \$2.3 billion has already been fully awarded, the president's fiscal year budget proposal includes a provision to extend this program and increase the award credit by an additional \$5 billion.

Other business tax incentives available for clean tech and alterna-

tive energy are various renewable energy production and consumption incentives for most alternative fuels and carbon dioxide sequestration, and new renewable energy bonds and recently increased ceilings for qualified energy conservation bonds.

Expansion of bond programs is important information for smaller businesses as an indicator of expected growth in clean-tech power plants and related facilities, because these projects lead to increases in spending on contractors, suppliers, materials manufacturers, and consultants to provide goods and services to these construction, renovation and retrofitting projects that should create many opportunities for smaller vendors.

Businesses can indirectly benefit from certain credits made available to homeowners for home energy improvements and qualified renewable energy installations, and many providers advertise these programs, which leads to greater education and increased sales of energy efficient goods and services.

Brent Hendricks and John Kapral are CPAs with Ehrhardt, Keefe, Steiner & Hottman PC. Both work in the firm's clean-tech and renewable energy practice. Hendricks can be reached at 303-846-3327 or e-mail bhendricks@eksh.com. Kapral can be reached at 303-846-1275 or jkapral@eksh.com.

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TECHNOLOGY

FOCUS: MOBILE APPLICATIONS

Boulder Valley firms on mobile-app wagon

Offerings range from giving tips on birthing to price comparisons

BY RYAN DIONNE
rdionne@bcbr.com

BOULDER — They hang out on belts, get stashed in purses and scratched up by keys, are dropped in toilets, die when they're needed and never shut up when they're not.

Cell phones are Americans' best friends and worst nightmares that go everywhere.

Whether they make life easier or are more intrusive, smart phones provide 24/7 connectivity and have enough mobile applications available to do everything from annoy the neighbor to make tasks easier and faster.

While there are about a dozen mobile app developers in the Boulder Valley, here's a small sampling of them with a mix of new up-and-comers to successful startups.

Lula B LLC

Boulder-based Lula B, a new company started by two moms, created an iPhone app geared toward expecting mothers.

iBirth is essentially a prenatal class in the palm of mom's or dad's hand. The \$4.99 app includes nutritional tips, labor position descriptions via video, birthing ideas and other soon-to-be-a-parent informational tidbits.

The developers, Amanda Hanson and Judith Nowlin, are both child-

birth educators and stay-at-home-moms with three kids.

"With volumes of relevant information merely a click away, remaining healthy through pregnancy and becoming well prepared for the birth is as simple as accessing iBirth on the Web or downloading the iBirth application for the iPhone," Hanson said in a statement.

The company launched in December and has had about 600 apps downloaded thus far.

Occipital LLC

Despite its size, Boulder-based Occipital produced one of the most-downloaded iPhone apps that came out of the Boulder Valley: RedLaser.

Using the iPhone's camera to capture a photo of a product's barcode, the \$2 application searches online for product prices. Users can also e-mail a list of scanned



Powers



Reddy

products to others or save them to write a product review.

Though co-founder Vikas Reddy wouldn't disclose the number of times RedLaser's been downloaded, he said it is more than 1 million.

In December, the company announced it sold more than 750,000 apps earning the company about \$1 million in

► See **Mobile app, 21A**



Boulder Valley-based mobile-application development companies and their apps include, from left, Rage Digital Inc.'s 24 Hour Fitness app, Sundance Software Partners Inc.'s DuckDuck Deal, Prelude Mobile Inc.'s Barron's Law Dictionary and Lula B LLC's iBirth.

Retailers testing geolocation feature of mobile apps

BY RYAN DIONNE
rdionne@bcbr.com

BOULDER — One thing that makes smart phones smart is the ability to determine location.

And everyone from mobile-application developers to businesses is seeing the cell phone landscape changing, and many are hoping they can capitalize on geolocation popularity.

Though relatively few companies in the Boulder Valley are working on geolocation-based apps or infrastructure, SimpleGeo Inc. and Sundance Software Partners Inc., both of Boulder, are.

SimpleGeo is working to develop location-based infrastructure for mobile phone applications that will serve as a back-end database for mobile-app developers. Mean-

while, Sundance is creating an iPhone app that gives users timely discounts to nearby partner businesses such as restaurants, bars and retail stores.

But on a national scale, companies like New York City-based Foursquare Labs Inc. are paving the way for the marriage of user discounts and geolocation.

Though still fairly unknown, Foursquare is gaining momentum amongst GPS-enabled smart phone users who want to mesh competition, social interaction and discounts.

Foursquare users "check in" at various locations, whether restaurants, bars, parks, or any other area, and receive points for doing so. The person with the most check ins at a given location becomes the mayor of that place.

Though relatively new — Foursquare launched last spring — about a handful of local businesses are capitalizing on the free service via discounts to help get people through the door.

Modmarket in Boulder is one of the businesses that offer incentives via Foursquare.

For every 10th check in, the user receives a free flatbread pizza, while the mayor of Modmarket always receives a free fountain drink.

Anthony Pigliacampo, the eatery's co-founder, said Modmarket has offered incentives on Foursquare since October, and it's worked pretty well.

"It's been more useful than other social media things we've done," Pigliacampo said.

Though he can't easily determine how many new customers

have walked through his door since offering the freebies, he said he knows a few that are new customers because of it.

But some companies are worried about the potential abuse because people don't need to be at the location in order to check in.

While Pigliacampo said it's a potential issue, he hasn't noticed any abuse from it yet — likely in part because the number of Foursquare users is still small.

Beyond Foursquare, Gowalla is operating a similar site and Facebook recently announced it has plans to incorporate geolocation, which has users and businesses inquiring about the foggy details.

"It's the future of couponing," Pigliacampo said speaking of geolocation. "It just makes so much more sense."

business report
LIST

MOBILE-APP DEVELOPERS

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

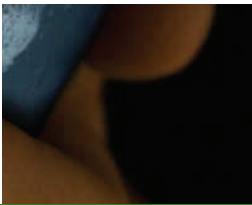
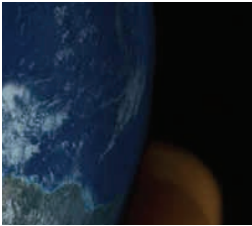
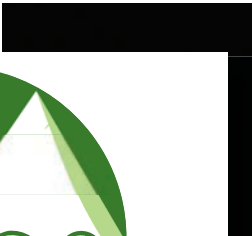
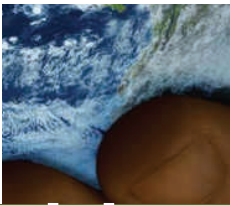
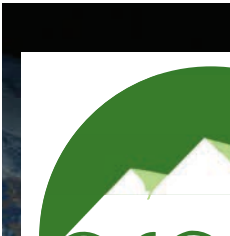
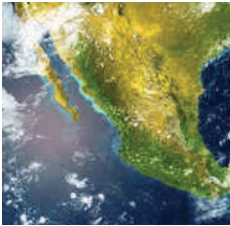
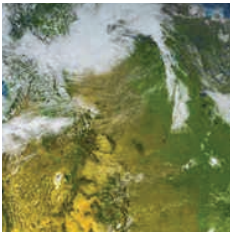
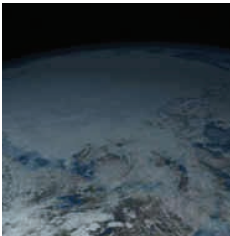
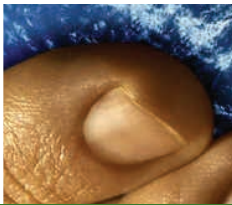
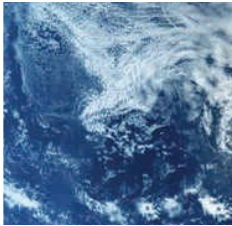
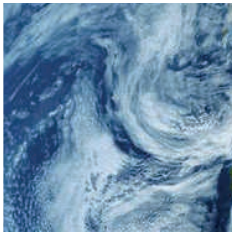
RANK	Company Address	No. full-time employees	No. of apps No. of apps in development No. of app downloads ①	Revenue 2009 Revenue 2008	Platforms	Person in charge Year Founded Web site
1	AMADEUS CONSULTING 1995 N. 57th Court, Suite 200 Boulder, CO 80301 720-564-1231/720-367-5467	52	10 4 N/A	\$4,150,000 \$4,764,000	iPhone: Bcycle; Happy State Bank; Apps for All; Suzy's Stitches; Speed Bag; Urban Gym; AiMusic. Windows: Alion Science & Technology; Trigpoint.	Lisa Calkins, CEO, President 1994 www.AmadeusConsulting.com
2	PRELUDE MOBILE INC. 357 S. McCasin Blvd., Suite 200 Louisville, CO 80027 303-625-4084/303-460-8228	15	2 1 1,000	N/A N/A	iPhone: Oxford English Dictionary; Barron's Law Dictionary	Cory Isaacson, CEO 2008 www.preludemobile.com
3	BACKFLIP STUDIOS 3000 Pearl St., Suite 202 Boulder, CO 80301 720-475-1970	7	2 N/A 7,000,000	N/A N/A	iPhone: Paper Toss; Ragdoll Blaster	Julian Farrior, CEO, Founder 2009 www.backflipstudios.com
4	APP VINEYARD LLC 220 Summit Blvd., No. 402 Broomfield, CO 80021 866-469-3083	6	2 2 3,000	N/A N/A	iPhone: Inked Magazine; Skee.TV	Matt Deal, President 2009 www.theappvineyard.com
5	SUNDANCE SOFTWARE PARTNERS INC. 1877 Broadway, Suite 704 Boulder, CO 80302 303-415-1400	5	1 N/A N/A	N/A N/A	iPhone: DuckDuck Deal	Chris Vincent, Co-founder Andrea Pawliczek, Co-founder 2010 www.duckduckdeal.com
6	RAGE DIGITAL INC. 2401 Broadway Boulder, CO 80304 303-442-3223/303-447-2484	4	28 4 200,000	N/A N/A	iPhone: Cowbell; Adbowl; My24; iReality; Chegg; Veracity; Apartments by UDR Inc; BestDayNever blog feed; Gosk8; The Fox; 311; HopChart	Ted Guggenheim, President, CEO 2008 www.ragedigitalinc.com
7	ECRYPT INC. ② Boulder, CO	4	1 3 1,000	N/A N/A	Blackberry: eCrypt	Brad Lever, President, CEO 2009 www.ecryptinc.com
8	OCCIPITAL LLC ② Boulder, CO	4	1 N/A 1,000,000	N/A N/A	iPhone: Red Laser	Vikas Reddy, Co-founder Jeffrey Powers, Co-founder 2009 www.occipital.com
9	HIGH ORDER BIT INC. 3292 Fourth St. Boulder, CO 80304 312-504-3931/N/A	2	3 1 5,000	N/A N/A	iPhone: TwitBit; Build Watch; Code Watch	John DeBay, Co-founder Doug Kurth, Co-founder 2009 http://highorderbit.com
10	LULA B LLC ③ Boulder, CO	2	1 N/A 600	N/A N/A	iPhone: iBirth	Amanda Hanson, Co-founder Judith Nowlin, Co-founder 2009 www.ibirthapp.com

*Second ranking criteria is number of apps. 1 Number of app downloads are approximate.
2 Virtual office.
3 Virtual office.

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards



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We provide a unique stage for leading local organizations to showcase the best products, services, and ideas that will make our community more efficient in their business practices.

The Eco-Heroes Awards presentation and networking event will directly follow the Green Summit at the Millennium’s pavilion in the court yard. To nominate a local business professional for their dedication in blending their business with the environment, please visit our Web site.

MOBILE APP from 19A

revenue.

The app was launched in May, but the bulk of sales began in September, co-founder Jeffrey Powers said.

Prelude Mobile Inc.

Instead of carrying around a 5-pound book, Louisville-based Prelude Mobile created a couple of dictionary iPhone apps.

The two applications, a Concise Oxford English Dictionary and a Barron's Law Dictionary, are the company's first foray into the app world — with the Barron's being the company's most unique.

For \$14.99, the same price as the physical dictionary, iPhone users can have the entire Barron's Law Dictionary in their pocket making it ideal for students and attorneys but great for people who regularly draft contracts too.

Launched in August, the app contains more than 3,000 legal terms covering property, real estate, commercial contract and tort law.

Currently, the app is only available in English, but Cory Isaacson, the company's chief executive officer, said people around the world have downloaded it — though he wouldn't release how many times. Prelude



Isaacson

also plans to develop a BlackBerry version that should be available later this year.

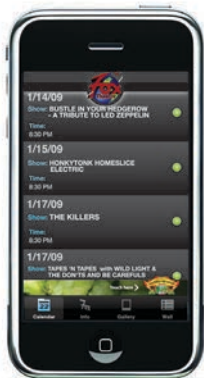
Rage Digital Inc.

Rage Digital was put on many iPhone users' map because of its Cowbell2010 Olympic app. But the company specializes in making apps for other companies and organizations such as the Fox Theatre, 3OH!3, and 24 Hour Fitness.

The Boulder-based company's 24 Hour Fitness app, which has been downloaded about 150,000 times, is designed to keep the fitness center's customers dialed in to what's going on at their gym.

Designed and branded for the center, Rage built the app to include an auto-locate feature so users can find a nearby 24 Hour Fitness center, a body mass index calculator, calorie counter, daily class schedule and more.

Starting at about \$5,000, Rage creates apps for nearly anyone with



advanced features that can run the cost up to \$150,000. How much, if at all, the clients charge per download is up to them, said Andrew Kimmell, the company's art director.

Sundance Software Partners Inc.

Capitalizing on the incredible popular marriage of geolocation and mobile apps, Boulder-based Sundance Software Partners Inc. is one of the first companies to mesh timely discounts with mobile phones.

The company's free iPhone app, DuckDuck Deal scheduled to launch April 6, gives users timely discounts to restaurants, bars, retail stores and more based on location. Through partnerships with businesses, the free app gives users discounts that are only good for a certain amount of time.

If a restaurant owner knows her business is relatively empty between 2 and 5 p.m. she could run a 25 percent discount if users come in that day during those hours. The app not only tells users about that discount, and others in their area based on their phone's GPS coordinates, it gives them a countdown as to how much time is left until the offer expires.

For businesses that want to advertise, plans range from \$149 to \$349 per month depending on how many promotions are run each month.

Startup Giveo makes philanthropy social

BY RYAN DIONNE

rdionne@bcbcr.com

BOULDER - Giveo Inc. launched its online charitable giving platform Tuesday in an effort to make donating more social.

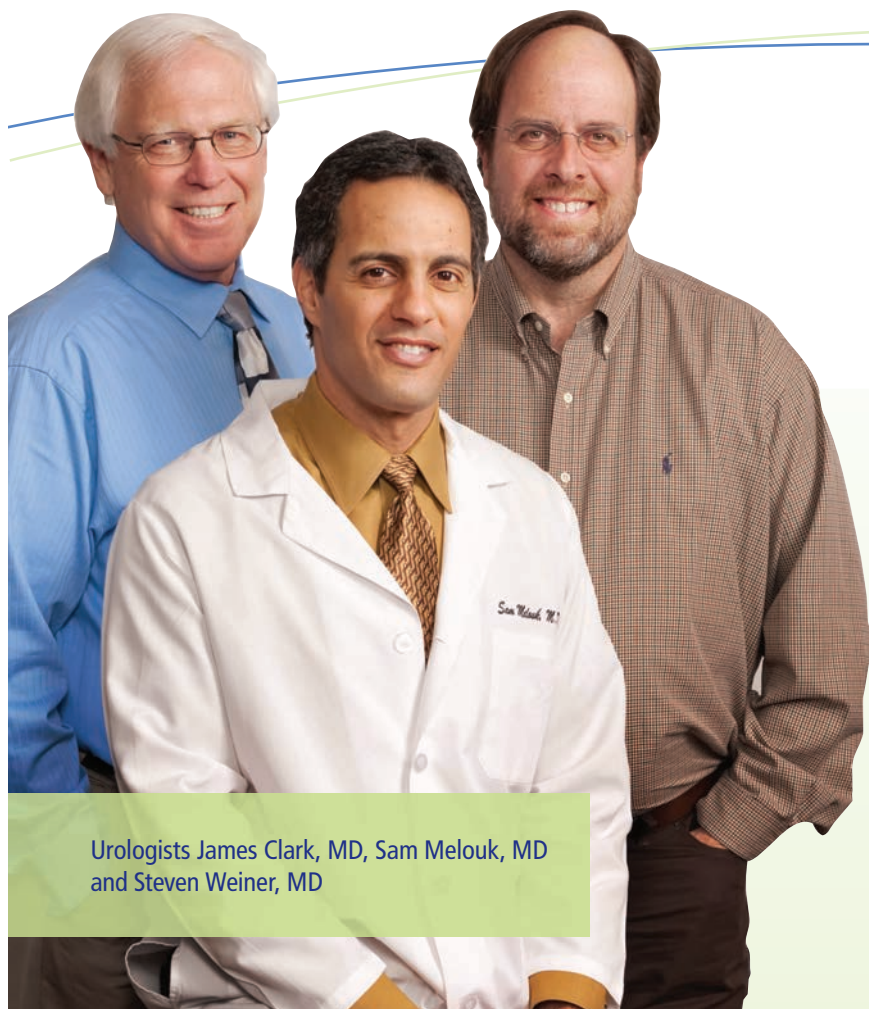
The Boulder-based company, founded by Ed Messman, former chief financial officer of Boulder-based Hive-Live Inc. before it was acquired in September, uses crowd-sourcing to engage new audiences that aren't impacted by traditional donation drives or charitable organizations.

"Giveo is designed to use the power of social giving to help corporations, foundations and nonprofits have greater impact and reach this new generation of donors," Messman said in a statement.

Giveo's platform consists of CrowdGiver and GiveoCharity, both of which use crowd sourcing - a way to engage an organization's audience and make it easier for the audience to give input.

CrowdGiver, designed for corporations and foundations, uses crowd-sourcing to let people post charitable ideas or vote on charities that the company or organization should support.

GiveoCharity, designed for nonprofits, helps groups congregate donors and lets the donors have a bigger say in how and where their money is spent.

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Patterson, Simons lead BCBR's Remarkable Women

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — Virginia Patterson and Linnea Simons will receive Lifetime Achievement awards at the Boulder County Business Report's inaugural Remarkable Women event to be held Thursday, April 29.

In addition to Patterson and Simons, nine women and one girl will be recognized for making a major difference in the workplace and community.

The group was selected by members of the BCBR's editorial staff



from approximately 100 nominations.

Winners in the following categories are:

Arts and Culture: Helen Forster, eTown.

Behind the Scenes: Susan Ruh, Rally Software Corp.

Community: Diane Stow, Re/Max Traditions Inc.

Corporate: Alene A. Campbell,

MicroPhage Inc.

Enterprise: Debi Baydush, BSW Wealth Partners.

Family Business: Linda Snyder, Snyder Jewelers.

Government and Public Service: Dorothy Rupert, Colorado state representative and senator, retired.

Lifetime Achievement: Virginia Patterson, business woman, retired; Linnea Simons, attorney, retired.

Mentor: Teresa Ewing, Boulder Nonlinear Systems.

Rising Star: Michelle Gaffney.

Science and Technology: Lucy Sanders, Center for Women &

Information Technology.

The awards event will be from 5:30 to 8 p.m., Thursday, April 29, at the Lionsgate Event Center, 1055 South 112th St. (Highway 287) in Lafayette.

Tickets are \$49 per person or \$550 for a corporate table of 10. Register online at www.regonline.com/remarkablewomen.

Winners will be featured in a special section in the April 29 issue of the Business Report.

Event sponsorships are available by calling Emily Trayers at 571-723-5614 or e-mail etrayers@bcbr.com.

NONPROFIT NETWORK

FUNDRAISER

The Mental Health Center Serving Boulder and Broomfield Counties presents its annual fundraiser cocktail party, silent auction and accessory fair from 5 to 8 p.m. on Tuesday, April 16, at the Boulder Country Club, 7350 Clubhouse Road in Boulder. Admission is \$75.00. For more information, call 303-413-6287.

GOOD DEEDS

The Volunteer Connection in Boulder will hold a Volunteer Day on Saturday, April 17, from 8 a.m. to noon. More than 300 volunteers will work at 20 different project sites for Boulder County nonprofits and service agencies. Registration deadline is April 11. For more information, visit www.volunteerconnection.net.

GRANTS

Covidien PLC in Boulder has awarded grants

to 13 local nonprofits to support the services they provide to residents of the Boulder-Denver area. The recipients of the Covidien Boulder Cares grants are CareConnect, Boulder County AIDS Project, Boulder Valley Women's Health Center, HospiceCare of Boulder and Broomfield Counties, The Inn Between of Longmont, Sister Carmen Community Center, Dental Aid, The Raymond Wentz Foundation, KidCommute, Brent Eley Foundation, Longmont Meals on Wheels, MOVE and Project Angel Heart.

Special Transit in Boulder received more than \$250,000 to expand its programs and provide transportation and mobility options for older adults and people with disabilities from the Rose Community Foundation, Daniels Fund, The Denver Foundation, Longmont Community Hospital, James Hynd Trust and Longmont Community Foundation.

PRODUCT UPDATE



COURTESY OSKAR BLUES

Oskar Blues, which has breweries in Lyons and Longmont, launched its newest concoction, GUBNA. The new brew, an Imperial IPA made from three malts and one hop, is a light amber color with spicy malt character, a citrus blast and bitter finish.

Louisville-based **Atrato Inc.**, data-storage company, launched its next-generation Atrato Velocity product line. The new line incorporates solid-state disk technology and software automation for real-time management.

Broomfield-based **eSoft Inc.** released its Site-Filter 3.0 secure Web-filtering software. The new software targets new markets like mobile service providers, end-point security/AV vendors and managed security service providers.

Louisville-based **ForexEgg** launched three new tools designed to help Forex traders make better decisions. Forex Egg, a Forex analytics company, launched a price analysis tool, Forex liquidity charts and currency temperature features.

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2010 Inductees:

Marvin Caruthers, University of Colorado professor and co-founder of many companies including Amgen
George Karakehian, Owner of Art Source International
Doug Larson, Jeremy Martin & Kevin Sipple, Founders of Eldorado Artesian Springs, Inc.
Hung Tran, Owner of Trans Martial Arts & Fitness
Butch & Bev Vernon, Owners of Budget Home Center

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BUSINESS DIGEST

OPENINGS

Right at Home, a national home care and assistance agency for seniors and disabled adults, has established a franchise in Lafayette at 1455 Dixon Ave., Suite 120. Soniz Gomez opened the franchise Dec. 7 and employs 20 people who serve Boulder, Broomfield and Adams counties. The caregivers are trained, insured and bonded and on call 24 hours a day.

A franchise of Denver-based **Pudge Bros. Pizza** has opened in northwest Longmont. Kimberly and Giampiero Sartori own and operate the franchise in Longmont that offers a variety of pizzas, chicken wings, ribs, calzones, salads and soft drinks. It is located at 1751 Hover St. Unit B5 in the North Hover Centre next door to Blockbuster. Hours are 11 a.m. to 9 p.m. Monday through Thursday; 11 a.m. to 1 a.m. Friday and Saturday and 11 a.m. to 8 p.m. on Sunday. Delivery area boundaries are Airport Road to the west; Nelson Road, Ken Pratt Boulevard and Ken Pratt Extension to the south; County Road 1 to the east and Highway 66 to the north.

Boulder Community Computers, a new nonprofit organization, dedicated to bridging the digital divide for low-income families and reducing computer electronic waste going into the nation's landfills, opened at 2232 Pearl St. in Boulder. The organization collects and refurbishes old computers and makes them available for people to buy or barter, or in exchange for volunteering at Boulder Community Computers. For more information go online at www.bococo.org. or call 303-578-9385.

NAME CHANGES

SRC LLC, a California-based geographic business intelligence company with its technology development center in Boulder, changed its name to **Alteryx LLC** and announced a partnership with an Indian geographic information systems company. Alteryx, which develops software that optimizes business decisions by analyzing data and giving managers insight into their industry, company and competition, signed a partnership with India-based CE Info Systems Ltd.

BRIEFS

Human Genome Sciences Inc. will use Lafayette-based **Aegis Analytical Corp.**'s Discoverant software for data management, analytics and reporting in the scale-up and production of Benlysta, (belimumab), an investigational drug for the treatment of systemic lupus that has successfully completed phase 3 trials. The submission of marketing applications for Benlysta is planned in the U.S., Europe and other regions in second quarter 2010.

Boulder-based **NAP Inc.**'s Boba 2G baby carrier has received the Juvenile Products Manufacturers Association's certification in the soft infant carrier category. The association's certification program implies that the baby carriers meet stringent quality, safety and functionality requirements.

Boulder-based **Eldorado Climbing Walls** completed the Devils Tower climbing wall at the Campbell County Recreation Center in Gillette, Wyo. The tower has a circumference of 74 feet and a height of 42 feet. The climbing structure replicates Wyoming's famous Devils Tower National Monument.

Client Acquisition Group LLC, a sales and lead generation firm in Denver, has implemented Lafayette-based **myDials**' software-as-a-service dashboards to provide customers with on-demand access to sales and marketing metrics, including breakdown of calls, number of meetings scheduled and geography of appointments.

The **University of Colorado** ranks 14th in the nation for the most-influential patent portfolios, according to a survey by the Institute of Electrical and Electronics Engineers Spectrum.

Arca biopharma Inc. in Broomfield received a U.S. patent for methods of treating heart failure with bucindolol, the basis for its Gencaro drug. The company also submitted a revised clinical study for its heart failure drug Gencaro to evaluate the drug's safety and efficacy in about 3,200 patients with chronic heart failure with a specific genotype that's shown to respond to Gencaro. The company expects to begin the trial about a year after it receives funding and approval for it. Michael Bristow, Arca's president and chief executive officer, said he's pleased with the issuance of the patent.

Intrado Inc., a Longmont-based provider of 911 emergency services, commended the Federal Trade Commission for including improvements to the national 911 network in its National Broadband plan it submitted to Congress. The report said broadband can make 911 and emergency alert systems more capable, allowing for better protection of lives and property.

Broomfield-based **Ball Corp.** (NYSE: BLL) plans to offer approximately \$450 million in senior notes due in 2020. The metal and plastic packaging company intends to use the net proceeds from the offering, together with borrowings and cash, to retire all of its currently outstanding 6.875 percent senior notes due in 2012. The retirement of the 6.875 percent senior notes due in 2012 is expected to result in a one-time, after-tax charge of

approximately \$4.7 million, company officials said.

CONTRACTS

Boulder-based **Tendril Networks Inc.** signed a license agreement with Switzerland-based Landis+Gyr AG allowing the company to market Tendril's energy-management products. Many Landis+Gyr customers already use Tendril's hardware and software. The Swiss company manufactures energy meters tailored toward energy companies.

The Missouri Department of Corrections Division of Probation and Parole has awarded Boulder-based **BI Inc.** a contract for electronic monitoring products and services. The contract will include many different BI systems that match a system to an offender's assessed risk. In total, more than 1,200 adult offenders, including probationers, parolees, and drug court participants, may be placed on BI's mix of offender monitoring systems.

Boulder-based **Rush - Naturally Enlightened**, maker of Rush Bowls, all-natural blends of fruit including a separately packed organic granola topping, has added two online ordering channels for its products — icecreamsource.com and sundrysource.com.

Boyer Coffee Co. in Denver hired Boulder-based **TDA Advertising & Design**, Boulder to be the firm's first advertising agency of record. Advertising will include online, print and outdoor, all targeting a younger demographic than Boyer's existing base, and will follow a design rebranding, including ID, packaging, store design and Web site.

Boulder-based **Camp Bow Wow**, a franchiser and operator of doggy day-care centers, hired New York-based 5W Public Relations, to work on strategic planning, media relations and a full-scale marketing communications campaign for the brand. Camp Bow Wow is a \$40 million a year business comprised of Camp Bow Wow franchises, Home Buddies, Bow Wow Behavior Buddies and its nonprofit component, The Bow Wow Buddies Foundation.

Boulder-based **New Sky Energy Inc.** is partnering with the Westlands Water District in California to develop a water-treatment plant that converts drainage water with a high salt content to water that can be used for irrigation. The joint venture, called Ag-Water New Sky LLC, combines conventional desalination technology with New Sky Energy's salt-conversion technology.

Ginny Teel, owner of Fort Collins-based **10 til 2** staffing agency, has acquired the Boulder 10 til 2 franchise

from Stephanie Sloim. Teel's business has served the Northern Colorado area including Longmont, Erie and Fredricksberg and now will include the Boulder territory. Teel runs the business out of her home. For more information, visit www.tentiltwo.com, call 720-883-3296 or e-mail gteel@tentiltwo.com.

GRANTS

The **Native American Rights Fund** based in Boulder has received a \$1.5 million grant from the Yocha Dehe Wintun Nation of Brooks, Calif., to be distributed in \$500,000 allotments over three years and used for general operating expenses and special projects.

MERGERS & ACQUISITIONS

Boston-based energy-management technology firm EnerNOC Inc. (Nasdaq: ENOC) has acquired **Small-Foot LLC**, a startup in Boulder that develops wireless demand-control systems for small commercial sites. EnerNOC Inc. helps utilities and electric-grid operators regulate supply and demand. SmallFoot will maintain its presence in Boulder.

Louisville-based **Zayo Group LLC** plans to acquire AGL Networks LP, for an undisclosed amount. Zayo, which provides bandwidth infrastructure and collocation services, anticipates closing the deal by August. Atlanta, Ga.-based AGL is a bandwidth network company that has more than 795 route miles and 182,000 fiber miles primarily in Georgia, Arizona and North Carolina.

SERVICES

Boulder-based online fundraising software provider **DoJiggy**, has introduced a new upgrade program called "Upgrade-a-thon" for new DoJiggy Pledge customers. The Upgrade-a-thon program provides a \$50 discount for DoJiggy Pledge online software for customers that previously used any competing "a-thon" or pledge management software provider in 2009. Customers who switch must provide proof of purchase from the old provider in order to receive the \$50 discount. This offer is good through June 30.

Creation Songs, an alternative healing practice in Longmont, recently started group meditation sessions using crystal singing bowls. Kelly MacInnis founded Creation Songs last fall to provide an alternative healing practice focused on yoga and meditation. To help achieve the Zen-like experience, he uses quartz crystal singing bowls that he plays in a similar fashion as when someone rubs a wet finger on a wine glass rim. MacInnis said the music helped cure ailments, said the new meditation classes are a way for people to relax in a group and reflect.

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16%: Rocky Mountain Institute
15%: Polycom

Top Five Overall Energy Reduction

346 tons CO₂: Leanin' Tree
224 tons CO₂: St. Julien Hotel & Spa
173 tons CO₂: Walnut Canyon Partners
151 tons CO₂: Elevations Credit Union
131 tons CO₂: Boulder Beer Company

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AT WORK

Law firm buys building on Pearl Street

A local litigation firm has purchased a 7,000-square-foot office/retail building in downtown Boulder.

Shoemaker Ghiselli + Schwartz LLC bought 1801-1813 Pearl St. for \$2,175,000 and plans to move its offices there by mid-April. Coburn Development Inc. sold the downtown building after moving its offices to 3020 Carbon Place, Suite 203 in the Boulder Steel Yards mixed-use neighborhood, which it developed.



REAL ESTATE

David Clucas

Shoemaker Ghiselli + Schwartz will occupy the second and third floors of the 1801-1813 Pearl St. building and continue to lease the first-floor retail space to tenants Title Nine Sports and Angie

Star Jewelry.

A year ago, Andrew Shoemaker, Jim Ghiselli and Paul Schwartz founded the boutique litigation firm that specializes in complex business disputes and regulatory investigations. As the firm grew, Cynthia Mitchell and Jacki Cooper Melmed joined as fellow attorneys.

Shoemaker Ghiselli + Schwartz temporarily made its home at 1007 Pearl St., before finding "the right spot at the right price," Shoemaker said.

"It allows us to give a permanent home to the law firm here in Boulder," he said. "Before the economy crashed, it was difficult to buy on Pearl Street, but now there are opportunities."

Chris Boston with Gibbons-White Inc. represented the buyer in the real estate deal.

NEW FUNDING, NEW LEASE: An online marketing firm is expanding into new space in downtown Boulder after receiving venture capital funding.

Boulder-based Trada Inc., which formed in late 2008 with a seed round of \$850,000, recently announced an additional \$1.35 million in series A funding led by Boulder-based Foundry Group.

The company with 20 employees signed a lease for 3,914 square feet of space at 735 Walnut St., moving from 1990 8th St. Audrey Berne with The Colorado Group Inc. helped broker the real estate deal.

Trada helps small- to medium-size businesses achieve online advertising click and conversion rate goals by incorporating specific keywords. The company works with Google AdWords and Yahoo Search Marketing, and plans to include Microsoft AdCenter and Facebook. Trada also plans to enter the mobile- and video-advertising realms.

Trada Vice President of Market-

ing and Product Management Bill Quinn said the company will use the money it raised to hire more engineers as well as sales and marketing personnel to expand its platform. He said he expects the money will take the company through 2010 when it anticipates becoming profitable.

NEW LEASE: Foundation Fitness LLC, a Denver-based provider of personal fitness and performance supplements and information, signed a lease for 4,470 square feet of space at 3090 Sterling Circle, Suite 102. Audrey Berne, Neil Littmann and Scott Reichenberg with The Colorado Group Inc. helped broker the deal.

LONGMONT

LOTS PURCHASED: A Boulder-based home builder and commercial developer has scooped up the unfinished third phase of the Quail Ridge residential neighborhood in southeast Longmont.

Coast to Coast Development Corp. purchased the 99 townhome and 35 single-family home vacant lots for \$750,000, under the QR Investments LLC name, from Bank of Choice, which had foreclosed on the property earlier from various other home builders.

Coast to Coast President Jeff Eckert, said his company plans to complete the development at Quail Ridge in the next one to three years, depending on demand. The homes will be built green with a focus on energy efficiency and a tight building envelope, but good air circulation, Eckert said. The company has yet to set a price range for the slated market-rate homes.

Eckert, who co-owns the 20-year-old Coast to Coast with his cousin Bill Eckert, said the company is looking for more buying opportunities in the local market.

"We've been a survivor in this downturn, and we're looking for land that is fairly valued for today's market, rather than the higher values from a few years ago," he said.

Coast to Coast's residential subsidiary is building and co-developing several other new neighborhoods in the Boulder Valley, including single-family and multi-family homes in Northfield Commons and Northfield Village in North Boulder.

In 2009, the Smart Energy Living Alliance named Coast to Coast an outstanding Energy Star homebuilder in central Colorado.

LOUISVILLE

BUILDING SALE: A group of local investors has purchased a foreclosed restaurant building in Louisville for \$760,000.

McCaslin Retail LLC, headed by Neil Littmann and Scott Reichenberg

TRIPLE CROWN MEADOWS

Builders team up to construct new homes in Niwot



DOUG STORUM

Several new homes are going up in the subdivision of Triple Crown Meadows near Monarch Road and the Diagonal Highway. Boulder-based Bern LLC and Longmont-based Raintree Custom Homes are developing the homes in the neighborhood.

with The Colorado Group Inc., purchased the 5,820-square-foot building at 994 W. Dillon Road, which houses the Old Santa Fe Mexican Grill, from Guaranty Bank & Trust Co.

The bank had foreclosed on the property in July 2009 after the former owner, Louisville Restaurant LLC, defaulted while owing \$817,116 on the \$932,000 loan, according to public records. The former owner had purchased the building for \$1.6 million in July 2003.

"We're in the belief that we got a pretty good deal at \$760,000," Reichenberg said. "It's a good retail corner in Louisville."

Old Santa Fe will continue to lease the restaurant space from the new owners.

"The site may be a little underutilized, but for now, we're keeping things as is," Reichenberg said.

LAFAYETTE

NONPROFIT SPACE: Sister Carmen Community Center, a local basic needs nonprofit organization, has purchased a 25,000-square-foot building in Lafayette to expand its services.

The Lafayette-based nonprofit bought 655 Aspen Ridge Drive for \$1,950,000 from several private trust groups, according to Boulder County public records. The research and development building had sat vacant for the past year after Lockheed Martin's Coherent Technologies division left the space to consolidate at its headquarters in Louisville.

Scott Reichenberg, Neil Littmann,

Todd Walsh and Anya Allen with The Colorado Group Inc. and Keith Kanemoto with Prudential Rocky Mountain Realtors helped broker the real estate deal.

Sister Carmen's Development Director Dee Zucco said the building will address the nonprofit's current and future growth needs. It will be a second location — in addition to Sister Carmen's home at 701 W. Baseline Road in Lafayette — which it leases from the city of Lafayette for \$1 a year.

Zucco said the nonprofit is looking to raise \$2.5 million in donations through a capital campaign to help pay for renovations at both the current and new location. Renovations are expected to be complete within the next two years.

For more than 30 years, Sister Carmen Community Center has provided East Boulder County people of need with emergency food, clothing, rent, utilities, and medical payment assistance.

NIWOT

MOVING: Parascript LLC, a local image analysis and pattern recognition technology provider, is moving its offices. The company signed a lease for 11,952 square feet of space at 6273 Monarch Park Place along the Diagonal Highway. The company is moving about a mile north from its location at 6899 Winchester Circle. Audrey Berne with The Colorado Group Inc. helped broker the deal.

David Clucas can be reached at 303-440-4950 or dclucas@bcbr.com.

Longmont firm wins part of NOAA contract

BY DAVID CLUCAS

dclucas@bcbr.com

LONGMONT — The Longmont office of a Florida-based radar technology company will take part in a \$49 million contract to upgrade the National Weather Service's radar wind profiler network to improve predictions and warnings of upcoming storms.

DeTect Inc.'s Meteorological Systems Group in Longmont is partnering with Honeywell Technology Solutions Inc., a wholly owned subsidiary of Honeywell International Inc., and Wireless Edge to manufacture and install the new network.

DeTect Chief Executive Officer Gary Andrews said the company will see between \$24 million and \$28 million of the total contract. All of DeTect's engineering and manufacturing for the contract will take place in Longmont, he said. The company is doubling its space at 1820 Delaware Place to about 20,000 square feet and adding 10 to 12 jobs.

The National Oceanic and Atmospheric Administration's Profiler Network, consists of 35 unmanned Doppler radar sites located in 18 central U.S. states and Alaska, providing hourly vertical wind profile data. The data is distributed to the National Weather Service, environmental research groups and universities. The network has been operating since 1992, but is in need of upgrades, according to officials.

DeTect and Honeywell will conduct upgrades to the antenna, radio-frequency hardware, signal processing, networking and other system components that will provide the technology improvements to bring the profiler network up to a supportable, maintainable, and reliable level. Wireless Edge will install the new equipment.



COURTESY DETECT INC.

DeTect Inc.'s Longmont office won part of a \$49 million contract to engineer and manufacture new wind radar technology for the National Weather Service. The company will build 28 to 30 RAPTOR system in Longmont to be distributed nationwide.

DeTect's new 449 MHz RAPTOR systems will provide improved performance and data quality while eliminating interference with search and rescue satellite-aided tracking transponders, said Scott McLaughlin, the company's vice president in Longmont.

Work on the three-year production phase begins this month in Longmont. The network's control center is in Boulder.

"This was really a big win for us, because we are a relatively small U.S. company," Andrews

said. "We competed against billion-dollar global companies." DeTect's revenue runs about \$10 million a year, and Andrews expects that to double this year. The company also develops and manufactures bird detection radar to install around airports to help planes avoid collisions with birds - a business that's taken off after the widely publicized U.S. Airways emergency landing in New York's Hudson River due to a bird collision in early 2009.

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OPINION

EDITORIAL

Business must prepare for increased burdens of health-care reform

Ask local health-care executives about the recently passed Patient Protection and Affordable Care Act, and you'll receive a variety of opinions: Some support the measure as critical to addressing health-care availability. Others oppose it because of reductions in Medicare reimbursements. And many are taking a wait-and-see approach, arguing that it will be years before the impact of the reform becomes fully known.

More certain is the impact on business. The \$940 billion law includes enormous burdens on the business community — while many benefits are likely years away, in the form of lower premiums.

What's clear is that business owners who have not yet budgeted for the provisions of this law must get their act together quickly. One of the nation's largest businesses, AT&T, recently announced that it would take a \$1 billion charge in the first quarter because of the elimination of a tax deduction related to retiree drug benefits.

While large corporations such as AT&T are affected by that provision, small businesses will find the effects on their operations and budgeting no less jarring.

One positive: Small businesses will be able to pool together to purchase insurance, theoretically lowering the cost of premiums for workers.

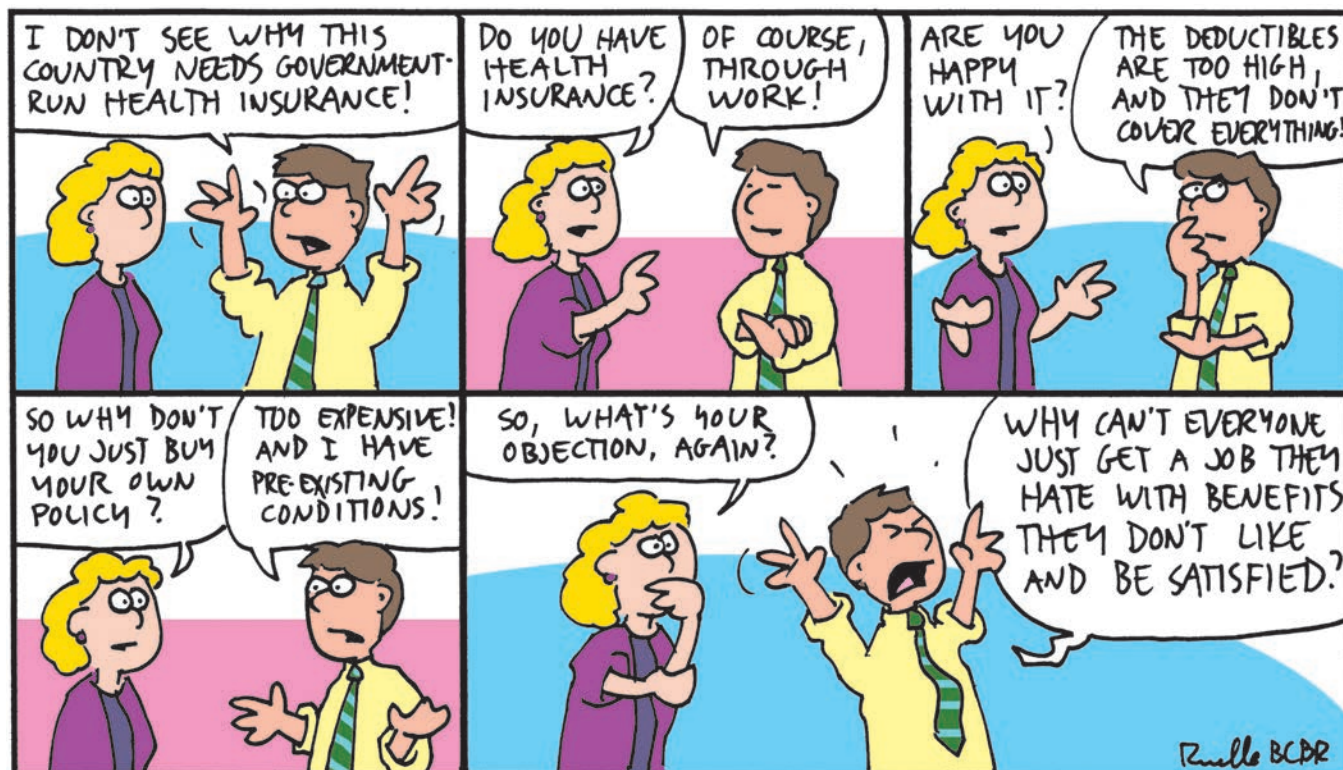
Another positive: Businesses with 10 or fewer employees earning less than an average of \$25,000 annually will be eligible for a tax credit totaling 35 percent of health-insurance costs. Companies with 11 to 25 workers and an average wage of up to \$50,000 could receive partial credits.

But here's the rub: Beginning in 2014, businesses with 50 or more workers must provide health insurance to their employees or face a penalty of up to \$2,000 per worker.

Business supporters have argued that the provision will stifle job growth, as companies restrain themselves from reaching the 50-employee threshold. We suspect that that will hold true for some.

Business owners contemplating expansion must weigh the cost and benefits very carefully. Businesses already above that employment level, and not yet offering coverage, will find their expenses soaring.

But no matter what one believes about the recently passed health-insurance reform, it's become the law of the land. Business owners had better plan accordingly.



Census questions fall short

Genealogists, historians, should bemoan dearth of data

Count me in. Like most Americans, I received my 2010 form from the U.S. Census Bureau last week, one of 134 million recipients of the questionnaire.

Unlike many, I'm bothered neither by the questions asked nor the process that census-takers are using to count the population, as required in the U.S. Constitution. If anything, the questions don't go far enough.

For the record, the Constitution requires that, "[An] Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct."

Simple enough. The first census in 1790 was supervised by Secretary of State Thomas Jefferson and was administered by U.S. marshals riding door to door on horseback. (They might try that again, as I suspect the novelty would boost the response rate.)

But the decennial count in 2010 has sparked intense controversy.

First, Republicans reacted in fierce - and justified - opposition to the idea that incoming Census Bureau director Robert Groves would favor statistical sampling in determining the population of the United States, including, by default, individual congressional districts.

Many believe, and I agree, that

"enumeration" as required by the Constitution requires an actual count, not just statistical sampling. Groves was confirmed as Census Bureau director only after ruling out statistical sampling.

More recently, some Americans have voiced concerns about the questions being asked on the census form, some of which they believe are either racially insensitive or intrusive.

It's clear that the Census Bureau could improve the language on some of its questions. Those that deal with race or ethnicity need to be refined or eliminated.

But intrusive? As a genealogy buff, I've become well versed in census forms from the past two centuries, and it seems to me that the 2010 form is missing the boat on a number of questions that would prove invaluable to future historians.

Census forms are private for 72 years. Once made available to the public, they can help historians and genealogists assemble pieces to a multitude of puzzles. The current form omits many

questions that would provide insight not only about today's population but also for generations to come.

The 2010 form doesn't ask occupation, or the birthplace (state or country) of parents. Without such information, I might never have known that my great-great grandfather, William Wood, was once a cooper (barrel maker) in Schuyler County, Ill., and later a master brick mason in Carthage, Ill. I also learned that he and his father, Abraham Wood, were born in North Carolina, before moving to Iowa and Illinois.

In contrast, the 2010 form asks so few questions - only 10 - that I have to wonder what value it will have for future generations at all.

Sure, questions such as gender, race and date of birth are important. And I can understand why statisticians would want to know about home ownership, a question that's been asked since 1890.

But to discard long-standing questions such as occupation make no sense.

Congress appears to be on a path for a less politicized census in 2020. But they should also restore some of the questions that help define who we are and - in the future - who we were.

Count me in, but count me better.

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PUBLISHER'S NOTEBOOK
Christopher Wood

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CALENDAR

APRIL

5 The DaVinci Institute presents The Decline and Fall of the American Entrepreneur: How Little Known Laws and Regulations are Killing Innovation from 6 to 9 p.m. at the MadCap Theater, 10679 Westminster Blvd. in Westminster. For more information, call 303-666-4133, e-mail jan@davinciinstitute.com or visit www.davinciinstitute.com and click on events.

6 The Boulder County Art Alliance presents Money Matters from 6 to 8 p.m. at The Dairy Center for the Arts, 2590 Walnut St. in Boulder. The event is geared for artists who have questions about taxes, grants and tax-exempt status. Admission is \$10 for members and \$15 for nonmembers. For more information, contact Charlotte at 303-447-2422, events@bouldercountyarts.org or visit www.boulder-countyarts.org.

7 The Boulder Chamber presents Creating Your Green Vision from 7 to 9 a.m. at the chamber office, 2440 Pearl St. in Boulder. A panel of business leaders will discuss lessons learned about saving money and making strides in business operations while implementing energy efficiency projects. Admission is free for chamber members and \$25 for nonmembers. R.S.V.P. required to Dan Powers, 303-442-1044, ext. 122.

The Louisville Chamber of Commerce is hosting a Business Showcase and Health Fair from 5 to 8 p.m. at Louisville Middle School, 1341 Main St. in Louisville. Admission is free. Booths are \$100 for members and \$250 for nonmembers. To register, call 303-666-5747.

Longmont United Hospital presents Sick Around the World from 6 to 7:30 p.m. at the Longmont Senior Center, 910 Longs Peak Ave. in Longmont. Author T.R. Reid examines how capitalist democracies deliver health-care services. For more information, call 303-651-5080.

8 Entrust New Directions IRA Inc. presents Self-Directed IRA Level I Workshop, from 8 to 9:30 a.m. at Entrust New Direction IRA Inc., 1070 W Century Drive, Suite 101 in Louisville. The workshop offers an informal environment for asking questions about the flexibility available with self-directed retirement plans. For more information, contact Samantha Kenyon at 303-546-7930 or e-mail skenyon@ndira.com.

9 The Colorado chapter of the Institute of Management Consultants presents IMC Breakfast: Secrets to Selling and Closing in a Tough Economy from 7 to 9 a.m. at the Denver Athletic Club, 1325

Glenarm Place in Denver. Admission is \$25 for members and \$30 for guests and includes breakfast. For more information, contact Theresa Szczurek at 303-443-8674 or tms@TMSworld.com.

13 The World Trade Center Denver presents Opportunities for Trade and Investment in Singapore from 7 to 9 a.m. at the World Trade Center Denver, 1625 Broadway, Suite 820 in Denver. Dan Thompson, senior commercial officer from the American Embassy in Singapore will be leading a roundtable discussion and presentation. Admission is free for members and \$20 for nonmembers. For more information, contact Rachel Baertlein at 303-592-5760, e-mail rachel.wtcdenver@att.net or visit www.rmwctci.org and click on events.

New Directions IRA presents an online seminar Self-Directed IRAs, Invest in What You Know from 11 to 11:45 a.m. at <http://newdirectionira.com/invest-in-what-you-know-webinar/>. Admission is free. For more information, call 303-546-7930 or e-mail events@ndira.com.

HealthLinks, Boulder Community Hospital and Rocky Mountain Cancer Centers host Between Me and the River from 6 to 7:30 p.m. at the Tebo Family Medical Pavilion Community Room, first floor, 4715 Arapahoe Ave. in Boulder. Carrie Host speaks from her memoir. For more information, call 303-443-1937 or e-mail wellness@healthlinks.com.

15 The Boulder Business and Professional Women Young Careerist Program will take place from 5:30 to 8:30 p.m. at A Spice of Life Event Center, 5706 Arapahoe Road in Boulder. Funds raised by the event will benefit local nonprofits that support women's education, including the YWCA in Boulder and the Colorado Business and Professional Women's Education Foundation. For more information on the event or how to become an event sponsor, e-mail yc@boulderbpw.org or visit www.boulderbpw.org/youngcareerist.

17 The Hotel Boulderado presents Women's History Afternoon Tea from noon to 2:30 p.m. at Hotel Boulderado, 2115 13th St. in Boulder. The event features a classic tea menu and monologues on the lives of historical female figures by women in period costume. For more information, call 303-440-2880, e-mail sales@boulderado.com or visit www.boulderado.com/womenshistorytea.html.

20 Volk & Bell Benefits present Blogging, "Sexing" & Social Networking: The New Frontier of Employment Law Risk from 8 to 10 a.m. at Fox Hill

Country Club, 1400 E. Highway 119 in Longmont. For more information, call 303-776-3105, e-mail info@VBbenefits.com or visit www.VBbenefits.com and click on seminars.

The Boulder Chamber is hosting CleanTech Boulder from 5 to 6:30 p.m. at the chamber office, 2440 Pearl St. in Boulder. Social hour and presentations for principals and founders of companies involved in the research, development, implementation and sale of new energy efficiency technologies. RSVP to Dan Powers at 303-442-1044, ext. 122.

21 The Longmont Area Economic Council presents the Cornerstone Awards Luncheon from 11 a.m. to 1 p.m. at The Radisson Conference Center, 1850 Industrial Circle in Longmont. To register, e-mail laec@Longmont.org or call 303-651-0128.

22 HealthLinks presents Detox Your Home from 6 to 7:30 p.m. at HealthLinks Clinic, 3101 Iris Ave., Suite 200 in Boulder. Learn about ingredients in household cleaning supplies. For more information, call 303-443-1937 or e-mail wellness@healthlinks.com.

24 HealthLinks is hosting Cards for a Cause from 9 a.m. to noon at HealthLinks Clinic, 3101 Iris Ave., Suite 200 in Boulder. For more information, call 303-443-1937 or e-mail wellness@healthlinks.com.

The Humane Society of Boulder Valley presents The Great Catsby Puttin' On The Leash fundraiser from 6 to 9 p.m. at the Coors Event Center on the CU Boulder campus, Kittredge Loop Road in Boulder. Admission is \$50 for individuals and \$100 for a table. For more information, call 303-442-4030, ext. 634, e-mail Elissa.Smith@boulderhumane.org or visit www.boulderhumane.org/potl.

24 WhiteWave Foods presents State of the Art Celebration, an Evening of Vaudeville, Comedy and Rhythm and Blues to benefit the Dairy Center for the Arts at the Dairy Center for the Arts, 2590 Walnut St. in Boulder. The doors open at 7:30 p.m., performances begin at 8 p.m. and the Hazel Miller Bang performs at 9 p.m. Tickets are \$50. For more information, call 303-444-7328 or visit www.thedairy.org.

26 Boulder County's Green Building Conference Ideas To Action will be held from 7 a.m. to 4 p.m. at the UMC Building, 1669 Euclid Ave. on the CU

Boulder campus in Boulder. The event brings together green building professionals, local government staff, local officials, practitioners, and innovators on green building. For more information, contact Heather Braithwaite at 303-704-5057, e-mail heather@bgbg.org or visit www.bgbg.org/conference.

29 Boulder County Business Report presents Remarkable Women from 5:30 to 8 p.m. at the Lionsgate Event Center, 1055 112th St. (Highway 287) in Lafayette. The event is a celebration of local businesswomen. Admission is \$49. Register online at www.regonline.com/remarkablewomen. For more information, call 303-440-4950.

MAY

1 Dynamite Divas Women's Spring Expo will be from 10 a.m. to 4 p.m. at the Aloft Hotel, 8300 Arista Place in Broomfield. The event features speakers, vendor tables and door prizes. Admission is \$10, and \$5 of each ticket will be given to Safehouse Progressive Alliance for Nonviolence. For more information, contact Tobi Hunt at 720-406-6907 or tobihunt@comcast.net or Bella Weber, 303-588-5767 or bella@bellaweber.com. Or visit www.dynamitedivas.net.

12 Naturally Boulder presents a Spring Fling from 5:30 to 9:30 p.m. at the Wolf Law Building on the CU Boulder campus. The event brings together industry leaders and natural products entrepreneurs to discuss the growth of the natural products industry. Individuals must be Naturally Boulder members to register. Admission is \$45 for members and \$55 for member guests. For more information, visit www.naturallyboulderproducts.com.

15 Attention Homes presents Kaleidoscope from 6 to 11 p.m. at the Avalon Ballroom, 6185 Arapahoe in Boulder. The fundraiser includes a silent and live auction, food by Laudisio Italian Restaurant and music by Deja Blu. For more information, call 303-447-1206, ext. 29, e-mail scassell@attentionhomes.org or visit <http://attentionhomes.squarespace.com/kaleidoscope/>.

17 The DaVinci Institute presents Startup Junkie Underground - Doing Business in India from 6 to 9 p.m. at MadCap Theater, 10679 Westminster Blvd. in Westminster. Admission is \$25. For more information, contact Jan Wagner at 303-666-4133, e-mail jan@davinciinstitute.com or visit www.davinciinstitute.com and click on events.

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Boulder Business & Professional Women
Present

Young Careerist Program

When: Thursday, April 15 from 5-8:30 pm.

**Highlights achievements of women between age 21 and 35
Seeking YC Candidates and Exhibitors. YC Applications due April 2.**

Thank you to Young Careerist Judges:
Wendy Reynolds, SVP, Flatirons Bank
Jerry Lewis, former publisher Boulder County Business Report
Sue Deans, retired editor of Daily Camera

Visit Exhibitors: Flatirons Bank, BCBR, Arbonne, Purse Power, Wristicles, and many more

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

Info and Register now at **www.boulderbpw.org**

Events support YWCA, Colorado BPW Education Foundation, and other womens programs

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