

presenting sponsors:

**a-train**<sup>®</sup>  
marketing communications inc.

**EKS&H**

EHRHARDT • KEEFE  
STEINER • HOTTMAN PC  
CERTIFIED PUBLIC ACCOUNTANTS AND ADVISORS

speaker sponsors:

**C** Community Foundation  
of NORTHERN COLORADO

**1** First National  
Wealth Management

associate sponsor:

**PALMER**  
FLOWERS & DECORATING GALLERY

event sponsors:

**CALDERA**  
EVENT  
GROUP

**RE** SPECIAL  
EVENTS  
an event rental company

event architect:

Northern Colorado  
**BUSINESS  
REPORT**

40/40 LEADERS— OUR RISING ALL-STARS.

SEPTEMBER 16

# 40/40 Leaders

biXpo

AT THE  
**EMBASSY SUITES**  
IN LOVELAND





*“My finances no longer keep me up at night.”*

As a business person, I continue to worry about the uncertain economy. How will I retain my key employees, maintain a standard of living for my family, save for retirement, and meet on-going expenses?

I sleep better knowing that my wealth management advisor has helped me customize a plan for both short- and long-range goals, ensuring the right solution mix and periodically reviewing my plan’s performance. With his sound advice, I’m better able to focus on my business, knowing that I can handle whatever changes the next year brings.

Trust the team of experts at First National Wealth Management to help you customize a financial plan that is right for you.

Visit any of our locations in Fort Collins, Loveland, Greeley, and Boulder, or call us at 970.495.1293.



Accountable Advice



1stnationalbank.com

Financial Planning | Investment Management | Trust & Estate Services | Private Banking

Deposit and lending products are



Investment products: may go down in value • are not FDIC insured • are not a deposit • are not guaranteed by the bank • are not insured by any federal government agency

# Next generation of leaders looks ahead

Every year as we select our class of business leaders under the age of 40, I am more impressed — and I am hopeful for the future of Northern Colorado. The honorees profiled in these pages are bright, ambitious, active in the community and have chosen to live and work and contribute here in Larimer and Weld counties rather than bigger cities to the east or west or south.

You may notice a slightly different format for our awards this year. In recognition of the smaller population of our region, we have chosen to present awards to 40/40 Leaders in specific sectors, ranging from general business to two nonprofit categories, for a total of 10 for 2010.

But don’t miss the 30 Rising Stars on page 7B of this guide, because they are on the horizon and could quite possibly be in the running for the 40/40 Leaders Class of 2011.

Thanks to all of you for all you do.

Best wishes



Jeff Nuttall, publisher  
*Northern Colorado Business Report*

## 40/40 Leaders

### Table of Contents

Business Services and Consulting .....	3B
Industry and Technology .....	5B
Financial Services .....	5B
General Business .....	5B
Nonprofit — Business Support .....	5B
Nonprofit — Health and Human Services .....	6B, 7B
Real Estate, Construction & Development .....	7B



Business Services and Consulting



### Colette Rose MacFarlane

SOS Staffing  
Senior account executive

Age: 28

Hometown: Loveland

Civic Affiliations: Loveland Rotary, Leadership Northern Colorado steering committee, Leadership Fort Collins steering committee, Crossroads Church HIV/AIDS Action and Awareness Committee, Front Range Community College Business Advisory Board, Poudre School District Workforce Taskforce, McKee Medical Center Foundation Gala Committee, Primary Employer Research Program - NCEDC/FC Chamber, Colorado State University College of Business volunteer

Education: Bachelor of Science in Business Administration, marketing concentration, Colorado State University

First job: Wrangler at Ellis Ranch

Last book read: "Sabbath" and "The Girl with the Dragon Tattoo"

Last concert attended: Steve Seskin, Songwriter

If I didn't live in Colorado I would live in: Montana

One more random thing about me: I have participated in and led mission trips including trips to Mexico and South Africa.



Business Services and Consulting



### Matt Sattler

A-Train Marketing  
Communications Inc.  
Production manager

Age: 32

Hometown: Madison, Wis.

Civic Affiliations: Ongoing volunteer work through A-Train's membership in the United Way of Larimer County's Business Cares program

Education: Bachelor of Arts in Economics, Colorado College

First job: Salesperson for Trek Bicycle Store

Last book read: Several books at once-trying to learn the finer points of building raised garden beds/organic gardening.

Last concert attended: Earl Scruggs at NewWestFest

If I didn't live in Colorado I would live in: I'm very attached to Colorado, but Hawaii would be my second choice.

One more random thing about me: As an avid scooter rider, by the end of the summer I will have scootered the equivalent distance of coast to coast and back again.

## Success becomes you. Scentsational good wishes.



3710 Mitchell Drive, 970.226.0200  
205 North College, 970.482.1481  
Fort Collins  
www.palmerflowers.com

Our Number One Job is to Make You Look Spectacular!



trust

EKS&H applauds the dynamic leadership and social responsibility of The Northern Colorado Business Report's 40/40 Leaders Award nominees and winners.

Colorado's largest locally owned public accounting and consulting firm.

*Serving others and building trust.*

**EKS&H**  
EHRHARDT • KEEFE  
STEINER • HOTTMAN PC

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

DENVER • FORT COLLINS • BOULDER

**Industry and Technology**



**Rochelle Pettigrew**

*Eldon James Corp.  
Marketing Communications*

**Age:** 28  
**Hometown:** Modesto, Calif.  
**Civic Affiliations:** Steering committee for Leadership Fort Collins, Board member for SpokesBUZZ  
**Education:** Bachelor of Science in Management of Information Systems, Colorado Christian University  
**First job:** Receptionist at a local real estate office  
**Last book read:** "Slumdog Millionaire"  
**Last concert attended:** Kenny Chesney in Las Vegas  
**If I didn't live in Colorado I would live in:** Hawaii  
**One more random thing about me:** If I had an endless amount of time, I would spend it traveling the world and meeting new people.

**Financial Services**



**Justin Davis**

*Wells Fargo Advisors  
Certified financial planner*

**Age:** 36 years grey  
**Hometown:** Flagstaff, Ariz.  
**Civic Affiliations:** NoCo2030, Overland Sertoma, Partners Mentoring Youth, Leadership Fort Collins, Leadership Northern Colorado  
**Education:** Bachelor of Arts in both Criminology and Psychology, Northern Arizona University; Certified Financial Planner board-certified program, Kaplan University  
**First job:** Red Lobster  
**Last book read:** "The Big Short" by Michael Lewis  
**Last concert attended:** U2 360 tour  
**If I didn't live in Colorado I would live in:** The second best city I could find – probably somewhere in Italy.  
**One more random thing about me:** I like to yell "COCKTAILS!!!" when I am playing craps, but I don't have Tourette's.

**General Business**



**Matthew Brunner**

*AlphaGraphics  
Head of Business  
Development*

**Age:** 30  
**Hometown:** Windsor  
**Civic Affiliations:** Lions Club International, Realities For Children, APICS/NOCO, WAYS  
**Education:** Bachelor of Science, Business Administration, Colorado State University — Go Rams!!  
**First job:** Tee-ball umpire  
**Last book read:** "Memorial Day" by Vince Flynn  
**Last concert attended:** Flobots  
**If I didn't live in Colorado I would live in:** St. Thomas, in The Virgin Islands  
**One more random thing about me:** I could — and sometimes do — eat cereal for each meal of the day.

**Nonprofit — Business Support**



**Stacy Johnson**

*Northern Colorado Economic  
Development Corp.  
Director of Business  
Retention & Expansion*

**Age:** 39  
**Hometown:** Loveland, CO  
**Civic Affiliations:** Economic Development Council of Colorado; Front Range Community College Business Advisory Board; International Economic Development Council; Leadership Jefferson County Graduate and Alumni Association; Loveland Chamber of Commerce board; Loveland Downtown Business Team; Metro Denver Economic Development Corp.; National Association of Industrial and Office Properties (NAIOP); National Honor Society and Society of Professional Journalists at the University of Northern Colorado; Northern Colorado Business Assistance Consortium; Rocky Mountain Innovation Initiative board; Larimer County 4-H Co-Organizational Leader; Larimer County Fair and Rodeo Livestock Sale; Loveland Elks Club; Little Britches Rodeo, Hoop Shoot and Community Festival; Loveland Corn Roast Festival  
**Education:** Bachelor of Arts in Journalism, Public Relations and Advertising Media, University of Northern Colorado; Graduate, IEDC Economic Development Institute, University of Oklahoma  
**First job:** Loveland Chamber of Commerce  
**Last book read:** "Fight Like a Girl" and "Shutter Island"  
**Last concert attended:** Tim McGraw  
**If I didn't live in Colorado I would live in:** I wouldn't live any place else besides Colorado.  
**One more random thing about me:** I love science. First started out studying biological science and genetics at CSU, then ended up in business!

Nonprofit — Health and Human Services

# 40/40 Leaders

## Zachary Penland

*Larimer Center for Mental Health/The Murphy Center for Hope  
Program supervisor*

**Age:** 32  
**Hometown:** Grand Forks, N.D.  
**Civic Affiliations:** Emergency Food and Shelter Program Board, Pathways Past Poverty Public Policy Committee  
**Education:** Bachelor of Arts in Psychology, University of North Dakota  
**First job:** Paper route  
**Last book read:** "The Great Shark Hunt" by Hunter S. Thompson  
**Last concert attended:** Nine Inch Nails/Jane's Addiction  
**If I didn't live in Colorado I would live in:** New York  
**One more random thing about me:** I met my wife in second grade.

Nonprofit — Health and Human Services

# 40/40 Leaders

## Amy Pezzani

*Food Bank for Larimer  
County  
Executive director*



**Age:** 38  
**Hometown:** St. Louis  
**Civic Affiliations:** Rotary Club of Fort Collins, serve on boards of Hunger Free Colorado and Feeding Colorado, Poudre School District volunteer.  
**Education:** Bachelor of Science, Southwest Missouri State University  
**First job:** Burger King at 15 1/2 ; had to get a worker's permit since I wasn't 16.  
**Last book read:** Just started reading "Kite Runner"  
**Last concert attended:** E-Town featuring the Indigo Girls  
**If I didn't live in Colorado I would live in:** Portland, Ore.  
**One more random thing about me:** I love to be active — cycling (mountain and road), running, hiking — and it definitely helps with stress management!

# a-train<sup>®</sup>

marketing communications inc.

## GET YOUR BUZZ ON...

Facebook®... Branding ... Twitter®... PR ... What does it all mean?

Don't worry; we've got you covered. A-Train Marketing Communications, Inc. is a full-service agency committed to bringing attention to you. From strategic planning and message definition, branding and positioning to print & web communications — and Facebook® and Twitter® — we do it all. And we do it all to give you the buzz you deserve.



Stop by our booth at Bixpo and see what the buzz is all about.

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

215 W. Oak Street, Suite 800 A | ph: 970.419.3218  
Fort Collins, CO 80521 | fx: 970.482.3442

**Nonprofit — Health and Human Services**



**Heather Green**

*Consumer Credit Counseling Service of Northern Colorado and Southeast Wyoming  
Director of Counseling*

**Age:** 34  
**Hometown:** Cody, Wyo.  
**Civic Affiliations:** Served in the Peace Corps in Bolivia from 1999-2001  
**Education:** Bachelor of Arts in Economics, University of Wyoming  
**First job:** Waitress at Tippins Pie and Pantry in Overland Park, Kan.  
**Last Book Read:** "Secret Life of Bees"  
**Last Concert Attended:** Tori Amos  
**If I didn't live in Colorado, I would live in:** Cody, Wyo.  
**One more random thing about me:** I am a graphologist (handwriting analyst).

**Real Estate, Construction & Development**



**Nathan Klein**

*Loveland Commercial LLC  
Partner / Broker Associate*

**Age:** 29  
**Hometown:** Yuma, Colo.  
**Civic Affiliations:** Northern Colorado Active 2030 Children's Foundation; Northern Colorado Commercial Association of Realtors; Loveland Chamber of Commerce; CSU Everitt Real Estate Center; Northern Colorado Economic Development Corp.; International Council of Shopping Centers; Immanuel Lutheran Church, Loveland; Certified Commercial Investment Member (CCIM); Candidate and member of Colorado/Wyoming chapter.  
**Education:** Bachelor of Science, Business Administration, Finance and Real Estate, Colorado State University — Graduated Summa Cum Laude  
**First job:** Technically, my first job was working for my father on our small family farm in Eastern Colorado; probably started doing actual work feeding animals, mowing the lawn, around 6 or 8 years old. Worked as farmhand, responsible for everything from care of livestock to all areas of farming and machinery operation, until I graduated from high school  
**Last book read:** "Learned Optimism" by Martin Seligman  
**Last concert attended:** Keith Urban  
**If I didn't live in Colorado I would live in:** I'm a native of Colorado and love it here, but if I had to choose, I would say somewhere with a beach.  
**One more random thing about me:** Played baseball at CSU and was a member of the first NCBA National Championship Team in 2004 (they have now won six out of the last seven national championships).

**30 Rapidly Rising Stars**

*The following people are on the radar for their continuing contributions to Northern Colorado business and their community.*

**Ryan Bach**  
*Water Valley Land Co. and Eagle Rock Realty and Management LLC*

**Valorie Baird**  
*SOS Staffing*

**Russell Baker**  
*Fuller Real Estate*

**Heather Buoniconti**  
*Food Bank for Larimer County*

**Susan Byrum**  
*She She Nail and Wax Lounge*

**Melissa Craven**  
*Anderson & Whitney PC*

**Justin Crowley**  
*Affiliated Financial Group*

**Emily Dawson-Peterson**  
*Larimer Center for Mental Health*

**Susanna Dominguez**  
*A-Train Marketing*

**Brian Fabrizio**  
*New York Life*

**Jenny Florez**  
*Alphagraphics*

**JJ Hannah**  
*Keller Williams*

**Kathleen Hickey**  
*RC Special Events*

**Kyle Holman**  
*City of Greeley Department of Leisure Services*

**Jeffrey Kadavy**  
*First National Bank*

**Jo Ellen Lantz**  
*Alliance Constructions Solutions*

**Sean Macready**  
*Best Western Crossroads Inn and Conference Center*

**Michelle Marison**  
*Home Team Lending*

**Jared Meier**  
*Sun Mountain Inc.*

**Kevin Minner**  
*First Bank*

**Jennifer Peters**  
*Otis, Coan & Peters LLC*

**Andrea Ridder**  
*Level Six PR*

**Justin Sasso**  
*1310-KFKA AM*

**Matt Shoup**  
*M&E Painting*

**Kristi Siedow-Thompson**  
*FRII*

**Jarrod Spivack**  
*Accounting Systems Inc.*

**Matt Strauch**  
*Bas Bleu Theater Co.*

**Mike Tarantino**  
*Investment Centers of America*

**Kristi Tegtman**  
*Aims Community College*

**Nicolle Tryon**  
*A-Train Marketing*



**Tell them you're one of the good guys.**

**Eliminate the guesswork for consumers.**

Now more than ever, consumers are carefully checking out businesses before spending. The BBB trustmark beside your company gives consumers confidence—and provides you with a powerful competitive edge.

7 in 10 consumers say they would be more likely to buy from a company designated as a BBB Accredited Business.

*2007 Princeton Research Findings*

**You're in good company with the Better Business Bureau.**

Instantly communicate your ethical track record—through the BBB. As a BBB Accredited Business, you can freely display the well-known trustmark, take advantage of online tools that drive consumers to your business, stretch your marketing dollars through BBB outreach efforts and, if you qualify, participate in our Pinnacle workers' comp group. And that's just the beginning.

**See if you make the grade.**

If your firm is already top drawer, maximize your bottom line by becoming a BBB Accredited Business.

[wynco.bbb.org](http://wynco.bbb.org) / 970.224.4222 / 800.564.0370





www.CommunityFoundationNC.org

### Our Vision

To be the regional leader in building a more engaged, philanthropic and visionary community.



The Community Foundation of Northern Colorado is a nonprofit, public foundation established 35 years ago to encourage and assist those who want to be a part of shaping the future of our region.

We're working to build permanent endowments for the benefit of charitable causes and organizations in our region. With over \$40 million in assets, the Community Foundation of Northern Colorado is home to more than 300 individual charitable funds, including 30 local nonprofit endowment funds and dozens of Donor Advised funds representing individuals and businesses throughout the region.

We make it easy to create a charitable legacy through the creation of your own custom designed permanent endowment fund. When you make your tax-deductible gift to the Community Foundation, you directly impact the charitable organizations or projects of your choice. By pooling charitable funds for greater investment return, we keep overhead expenses low, allowing donors to maximize their charitable giving.

The Community Foundation connects people to the nonprofit sector in ways that inform and inspire their philanthropy and community involvement. We significantly impact Northern Colorado by annually distributing millions of dollars to local nonprofits and by bringing people together through initiatives, forums and educational events. For those who wish to give back to their community, we serve as a long-term, strategic partner to make their donations of time and money more effective and enjoyable.

Contact us at (970) 224-3462 or [info@CommunityFoundationNC.org](mailto:info@CommunityFoundationNC.org) to learn more about establishing a charitable fund.

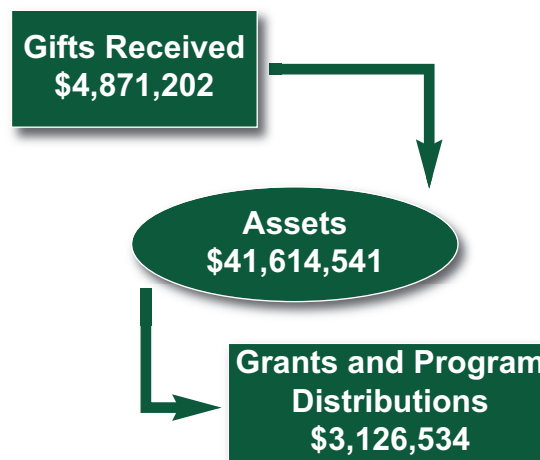
### Our Core Values

- Respect for the wishes of our donors
- Highly personalized service
- Collaboration
- Nonpartisan civil discourse
- Organizational transparency and stability
- A long-term perspective

### Our Priorities

- **Philanthropic Resources:** Providing education, expertise and incentives to build permanent endowments that will strengthen and sustain Northern Colorado
- **Regionalism:** Serving as a unifying force in Northern Colorado by promoting regional cooperation
- **Sustainability:** Providing a forum for productive discussions that will help balance regional concerns about growth, the environment and economic vitality

### Financial Summary: Fiscal year ended June 30, 2010



### Initiatives, Special Projects and Collaborative Efforts

**UniverCity Connections**  
[www.UniverCityConnections.org](http://www.UniverCityConnections.org)

**Homeward 2020**  
[www.Homeward2020.org](http://www.Homeward2020.org)

**FortZED**  
[www.FortZED.com](http://www.FortZED.com)

**Leadership Northern Colorado**  
[www.LeadershipNorthernColorado.com](http://www.LeadershipNorthernColorado.com)

**Poudre School District Foundation**  
[www.PSDFoundation.org](http://www.PSDFoundation.org)

**Homeless Gear**  
[www.HomelessGear.com](http://www.HomelessGear.com)

**Veterans Plaza of Northern Colorado**  
[www.VeteransPlazaNoCo.org](http://www.VeteransPlazaNoCo.org)

**Rialto Bridge Campaign**  
[www.RialtoBridgeCampaign.org](http://www.RialtoBridgeCampaign.org)

### Staff

Ray Caraway President	Dr. Phil Farley Director, Loveland Community Relations	Bryce Hach Homeward 2020 Director
Stephanie Cashman Chief Financial Officer	Roxanne Fry Chief Operating Officer	Jeri Hollifield Donor Services Coordinator
Chelsea Defoort Project Coordinator		Jim Reidhead UniverCity Connections Director

### Contact Information

4745 Wheaton Drive, Suite 100,  
Fort Collins, CO 80525  
970.224.3462 • [info@CommunityFoundationNC.org](mailto:info@CommunityFoundationNC.org)  
[www.CommunityFoundationNC.org](http://www.CommunityFoundationNC.org)  
[www.Facebook.com/CommunityFoundationNC](https://www.facebook.com/CommunityFoundationNC)