

# MERCURY 100



**BOULDER  
VALLEY'S  
FASTEST-  
GROWING  
COMPANIES**

**BizWest**  
BOULDER VALLEY • NORTHERN COLORADO



# CONTENTS

**Top Five: More than \$2 million in revenue**

Baby boomers fuel Boulder Creek's revenue boom ..... 4B

Vertiba leads the pack on way to the cloud ..... 5B

When going gets rough, Zayo Group gets going ..... 6B

Focused boot camps key to DevelopIntelligence ..... 6B

Raising the bar boosts Ascent's fortunes ..... 7B

**Top Five: Less than \$2 million in revenue**

Feel the World's shoes born to run – to the top ..... 10B

Point of sale a point of pride for Koglin ..... 11B

Garth Braun designs a reputation to build on ..... 11B

Client care, creativity keep RiteHealth healthy ..... 12B

With love and technology, iSupportU thrives ..... 12B

**LISTS**

**Companies with 2013 revenues**

More than \$2 million ..... 8B

Less than \$2 million ..... 14B



**MERCURY 100 METHODOLOGY**

Mercury 100 list is a ranking of the fastest-growing companies in the Boulder Valley.

Companies on the 2014 Mercury 100 were sorted into two flights: those with more than \$2 million in 2013 revenues, and those with less than \$2 million in 2013 revenues.

After companies were placed into their appropriate flight, each flight was then sorted based on percentage of revenue growth from 2011 to 2013.

To be considered for the list, companies had to be for-profit, privately owned and headquartered in Boulder or Broomfield county. Companies also had to be in business for the full two years in which revenue numbers were collected, and had to have reported revenues of at least \$150,000 in 2011.

Revenues for some companies on the list have been verified by Denver-based accounting and consulting firm Anton Collins Mitchell.



Creating Cool  
Stuff with  
Salesforce.com



SILVER  
CLOUD ALLIANCE  
PARTNER

www.vertiba.com :: 720.383.4276

REAL | CAPITAL | SOLUTIONS

A FAMILY OF REAL ESTATE INITIATIVES

Real Capital Solutions  
is Growing & Hiring!!!

**Current New Growth Positions include:**

- Chief Operating Officer
- VP Development – Multi-Family & Commercial
- Asset Manager – Multi-Family
- Personal/Executive Assistant
- Sr. Accountant – Commercial Property
- Financial Development Analyst – Commercial

Join us!!!

Email your resume to [jobs@realcapitalsolutions.com](mailto:jobs@realcapitalsolutions.com)

303-466-2500 • [www.realcapitalsolutions.com](http://www.realcapitalsolutions.com)

# Variety characterizes Boulder Valley's Mercury 100

## Xero Shoes, Boulder Creek top growth lists

We've come a long way from just a few years ago, when many companies in the Boulder Valley and around the world were struggling during the Great Recession. For a year or two, finding enough companies with positive growth – as we attempt each year in researching the Mercury 100 – proved difficult.

Not so today. The 2014 edition of the Mercury 100 Fastest-Growing Private Companies in the Boulder Valley includes companies from a variety of industries, with some stellar growth numbers.

Locally based private companies are ranked based on two-year revenue growth, in this case from 2011 to 2013. We publish two lists, recognizing 50 companies with revenue of more than \$2 million, and 50 with revenues of less than \$2 million. The 2014



**PUBLISHER**  
Chris Wood

event was conducted May 22 at the Omni Interlocken Hotel & Resort in Broomfield.

Mercury 100 is now in its 14th iteration in the Boulder

Valley – 15th for the Northern Colorado version. It's always been one of my favorite events, bringing together, as it does, entrepreneurs from a wide variety of sectors.

Take, for example, the No. 1 companies in both categories. Xero Shoes, which creates bare-foot-inspired footwear, including sandals and shoes, tops the list of companies with less than \$2 million in annual revenue, posting two-year growth of 245 percent.

Leading companies with more than \$2 million in revenue was Boulder Creek Neighborhoods LLC, with a whopping 460 per-



cent growth. Boulder Creek is a homebuilder, reflecting the incredible rebound in that sector.

Scan the rest of the Mercury lists, and you'll find companies in construction, architecture, health care, real estate, services, technology, craft beer – you name it.

As diverse as these companies are, every one of them faces many of the same struggles: how to handle extraordinary growth and the impact that growth has on systems, cash flow and people. Many of these companies have had to develop new operational procedures; find larger office, retail or industrial space; add employees; outsource certain functions that are not in their core competencies; and secure new funding.

It's in those issues that companies in vastly different fields find common ground.

This year, I'm very grateful for the work of our chief researcher, Mariah Tauer, our research assistant, Kiley Gant, and to our editorial team. I hope you enjoy our special publication in this edition, featuring articles on many of the fastest-growing private companies in the Boulder Valley.

My thanks also goes out to our event sponsors: Anton Collins Mitchell Accountants and Consultants, First National Bank, Boulder Staffing, City of Broomfield, EKS&H, McGladrey, Summit Bank & Trust, Exemplar Good Samaritan Foundation and, last but not least, our host, The Omni Interlocken Hotel & Resort in Broomfield.

And who knows? Perhaps your company will top the list in 2015.

*BizWest publisher Christopher Wood can be reached at 303-440-4950, 970-232-3133 or cwood@bizwestmedia.com.*

BROOMFIELD

## Broomfield CONGRATULATES the Mercury 100 Companies!

Together, you've helped Broomfield become:

**\$ TOP 5** US Counties with the Highest Number of Companies Per Capita *-Inc. Magazine*

**15<sup>th</sup> PLACE** Best Place to Live, Work & to Grow Jobs in USA

**TOP 25** Counties for "Where the Jobs Are" *-CNN Money*

**952** Tech & Innovation Companies in the Hwy 36 Creative Corridor™



Call or click to find out how to grow or bring your company to Broomfield: 303.464.4479 or [broomfield.org/economicdevelopment](http://broomfield.org/economicdevelopment).

## Have you had the talk with Mom?



Talking with a loved one about giving up the car keys can be tough. For many, driving represents freedom, independence and even self-worth.

**We can help.** Get Via's Let's Talk Resource Sheet at [havethetalk.viacolorado.org](http://havethetalk.viacolorado.org) or call Via's mobility specialist at 303-447-2848 ext. 1047.

**Taking away the car keys is not your only choice. Have a conversation instead.**

**Via** 35 years  
Mobility for Life

[www.viacolorado.org](http://www.viacolorado.org)  
303.447.2848

Via is a private, nonprofit organization.



# Baby boomers fuel Boulder Creek's revenue boom

BY MICHELLE VENUS  
news@bizwestmedia.com

LOUISVILLE – When it comes to building community, the leadership team of Louisville-based Boulder Creek Neighborhoods extends far beyond building high-quality, low-maintenance houses along the Front Range. For them, it starts at home.

“Living life-fully” is a term coined by Boulder Creek to describe a state of mind that embraces the quality of life in Colorado. With both Boulder Valley and Northern Colorado popping up on “Best Places to Live” lists in major publications, people are flocking to the area to retire or to raise their families while at the same time enjoying life to the fullest.

That’s hard to do when the snow needs shoveling, the lawn needs mowing and the leaves need raking. That’s where the shovel meets the driveway.

“We believe in life-full living,” said Jessica Champlin, Boulder Creek’s director of marketing. “For homeowners in Boulder Creek homes, that means more time to do what they love



PHOTO COURTESY BOULDER CREEK BUILDERS

The Boulder Creek Neighborhoods team gathers in April for a quarterly meeting. The fast-growing company has expanded to two buildings in downtown Louisville.

– and that might mean hitting the hiking trails, enjoying time with friends and family or going to a soccer game. For us here in our offices and on our building sites, it means working hard to build beautifully crafted homes and then playing hard at what we’re passionate about outside the workplace.”

That may be mountain biking, piloting private planes or bowling. Bottom line: Boulder Creek Neighborhoods walks the walk. What’s good for the customer is even better for the team.

It seems that even though the townhouses and patio homes originally were targeted to baby boomers, young families are responding to the appeal of the low-maintenance lifestyle afforded by Boulder Creek communities as they juggle busy schedules that include dance class, track meets and parent-teacher conferences.

“That adds a lot of diversity to Boulder Creek neighborhoods,” Champlin said.

Founded in 2006 by brothers David and Michael Sinkey and business part-

## MERCURY 100

### BOULDER CREEK NEIGHBORHOODS LLC

712 Main St.  
Louisville, CO 80027  
David Sinkey, president  
303-544-5857  
www.livebouldercreek.com  
Founded: 2006  
Employees: 47  
Primary service: Community builders, home construction and sales.

ners Steven Erickson and David Gregg, Boulder Creek has built 15 communities, with two more coming online this summer. In just two years, revenue has increased by more than 460 percent, from \$8.3 million in 2011 to \$46.5 million in 2013, ranking the company first in BizWest’s Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting more than \$2 million in annual revenue.

Champlin attributes Boulder Creek’s sustainability and rocketing growth to targeting a niche market that has been overlooked and underserved. Affluent baby boomers facing retirement are looking ahead to long, active and healthy lives. They’re not interested in maintaining their properties. They’ve been there, done that and tossed the sweaty grass-stained T-shirts.

## 8th Annual

Saturday, September 13, 2014

**5 ROUTES**  
20, 32, 45, Super 62, 100 miles



**& A CRUISER ROUTE**  
King/Queen of the Mountain Competition

Good Samaritan  
MEDICAL CENTER  
A Division of St. Joseph Health

Foundation

CHIP TIMING

[goodsambikejam.org](http://goodsambikejam.org)

**Take a Ride, Change a Life**  
proceeds benefit the Cancer Care Assistance Fund

# Power comes from being understood.®

When you trust the advice you’re getting, you know your next move is the right move. This is the power of being understood. This is McGladrey.

McGladrey is proud to serve the Boulder and Broomfield business communities.

Experience the power. Call **800.274.3978** or visit [www.mcgladrey.com](http://www.mcgladrey.com).



Assurance • Tax • Consulting

©2013 McGladrey LLP. All Rights Reserved.



# Vertiba leads the pack on way to the cloud

BY HEATHER McWILLIAMS  
news@bizwestmedia.com

BOULDER – In an industry stacked with competition, one customer-service management company stormed to the front of the field since its inception.

Boulder-based Vertiba Inc. posted a 268 percent growth in recent years, with revenue jumping from \$1.778 million in 2011 to \$6.558 million in 2013. That ranked the company second in BizWest’s Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting more than \$2 million in annual revenue.



Vertiba helps clients tailor Salesforce.com – the 15-year-old, massive cloud computing service – to their individual needs.

“We gather all the requirements up front with the clients, build the system, help test it, integrate it with other systems, then provide training to their users on how it all works,” said Jim Hooton, chief executive and co-founder of Vertiba.



JONATHAN CASTNER/FOR BIZWEST  
Managing partners Jim Hooton, left, and Ted Battreall, who founded Vertiba Inc. in December 2010, each have more than 20 years of experience in customer relationship management.

Hooton and Ted Battreall, Vertiba’s president and co-founder, started Vertiba in 2010. Since then, both Salesforce.com and Vertiba saw explosive growth, Hooton said. The partnership is one key ingredient to Vertiba’s success.

“I tell people we’re jockeys riding a really fast horse,” Hooton said, but with hundreds of other companies working similarly with Salesforce.com, Vertiba stands out as a top contender.

“There are more than 600 companies like us globally, and we are at the very top of customer satisfaction across the whole ecosystem,” Hooton said.

Vertiba works with businesses of all sizes across a range of industries. It serves the Rocky Mountain region, including Colorado, Utah and several surrounding states.

Salesforce.com started as a cloud computing service primarily for busi-

MERCURY 100

VERTIBA INC.  
2960 Center Green Court, Suite 202  
Boulder, CO 8030  
720-383-4276  
www.vertiba.com  
Jim Hooton, CEO  
Founded: 2010  
Employees: 40  
Primary Service: Salesforce.com implementation, consulting and training.

ness-to-business interactions, but its flexibility now allows Vertiba to customize it to a variety of industries. Vertiba specializes in serving health-care and governmental agencies. The health-care sector often has dated technology that badly needs updating.

“They are leapfrogging and going to cloud computing,” Hooton said, “and we’re helping them do it.”

Vertiba also works with government agencies such as the state of Colorado. Vertiba helps create databases used to track details such as cases of elder abuse, grants and details about the thousands of job appointments made by the governor each year.

The company distanced itself from its competition with a triple threat of skills, Hooton said.

“Good client relationships, a deep knowledge of the product and a really

➤ See **Vertiba, 13B**

Forbes | 2012  
BEST BANKS  
IN AMERICA

Forbes | 2013  
BEST BANKS  
IN AMERICA

Forbes | 2014  
BEST BANKS  
IN AMERICA

## STABLE. STRONG. SECURE.

For the third year in a row, *Forbes* named us one of the Best Banks in America. As always, we appreciate the recognition of our strong, stable financial position. That foundation allows us to pursue our mission of outstanding customer service, diverse products and continuing a long history of safe, secure banking.

Stop in to a branch today and see what it means to bank with one of the best.

800.883.8773 | Member FDIC | 1stnationalbank.com/forbes







PHOTO COURTESY LINHART PUBLIC RELATIONS

Dan Caruso is president and chief executive of Zayo Group LLC. As an angel investor, he also helped found Envysion, where he served as chairman from 2006 to 2013.

# When going gets rough, Zayo Group gets going

BY JEFF THOMAS  
news@bizwestmedia.com

BOULDER – Building upon one of the trickiest markets in the world economy, broadband infrastructure, Zayo Group LLC saw its revenues grow 244 percent from 2011 to 2013. That may only rank the company third in BizWest’s Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting more than \$2 million in annual revenue, but make no mistake: Zayo Group is involved in a very heady financial game.

Starting with just the raw numbers, Zayo saw its revenues increase from \$288 million to \$988 million during that period, and in just the last few months has acquired an \$80 million French broadband company and announced rapid expansion and infrastructure commitments in northern California, New York, Chicago and Kansas City,

“Zayo Group has come a long way over the last seven years by building and acquiring a strong bandwidth infrastructure across the U.S. and beyond,” said Dan Caruso, chief executive of Zayo Group. “Our success is based on several factors: creating and maintaining a fulfilling work environment for our employees, delivering great solutions and outstanding service to customers, and creating value for our investors. We’re thrilled to do this in the heart of Boulder County’s entrepreneurial scene.”

Zayo Group was founded in 2007, with several key players, including Caruso, coming from another sig-

## MERCURY 100

**ZAYO GROUP LLC**  
1805 29th St.  
Boulder, CO 80301  
Dan Caruso, CEO/president  
303-381-4683  
www.zayo.com  
Founded: 2007  
Employees: 400  
Primary service: Comprehensive bandwidth infrastructure services in more than 300 markets throughout the United States and Europe.

nificant local broadband company, Level 3 Communications Inc. (NYSE: LVL3). While the Broomfield-based carrier still sees about eight times the annual revenue as does Zayo, make no mistake: The new guys came to play.

In the first year of operation alone, Zayo secured about \$310 million of funding. When the going got rough the following year, the tough kept buying. By 2012, the company was completing the financing of \$3.3 billion in equity and debt in conjunction with the close of its acquisition of AboveNet.

Today, Zayo boasts about 77,000 network miles serving seven countries, 45 states and some of the biggest U.S. and European cities. Zayo delivers managed services and dark-fiber products to wireline and wireless customers, data centers, Internet content providers, high-bandwidth enterprises and government agencies, and also owns 204,000 billable square feet of co-location and interconnection space.

While the company has been silent about reported plans to soon go public, a Reuters UK article earlier this month reported the Zayo Group had picked investment banks Barclays and Morgan Stanley to lead the initial public offering. Sources indicated that Zayo Group could be valued at as much as \$7 billion.



JONATHAN CASTNER/FOR BIZWEST

The team at DevelopIntelligence includes, from left, Josh Jaffe, chief conversation officer; Julie Halbersberg, director of training and operations; Kamren Zorgdrager, senior instructor; Kelby Zorgdrager, chief executive and founder; and Melissa Pickett, marketing and communications manager.

# Focused boot camps key to DevelopIntelligence

BY ELIZABETH GOLD  
news@bizwestmedia.com

BOULDER – With a service that can keep high-tech companies moving forward, DevelopIntelligence LLC has steadily grown to No. 4 on the BizWest Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting more than \$2 million in annual revenue.

DevelopIntelligence offers a suite of software training programs and accompanying services that have kept it in demand since 2003. It’s the customized training and added-value programs, however, that have moved the company faster and farther up the ladder to success, said company president Kelby Zorgdrager.

“A lot of technology companies have a hard time finding good engineers,” he said. “We help that with our new-hire boot camps, which lets them hire less experienced people and have them go through an on-boarding program.”

“They finish up as mid- to senior-level engineers, and it saves companies money.”

Depending on what a company or its employees need, the “private university,” as Zorgdrager calls it, averages out to be about six-weeks long.

Boot camps are instructor-led with up to 40 percent of a class dedicated to lab time to make sure skill gaps are replaced with knowledge. Courses support up to 16 students and are effectively delivered onsite.

Focus for boot-camp classes includes Java certification, Java web development, Perl programming, mobile web

## MERCURY 100

**DEVELOPINTELLIGENCE LLC**  
3200 Carbon Place, Suite 101  
Boulder, CO 80301  
Kelby Zorgdrager, president  
720-445-4360  
www.developintelligence.com  
Founded: 2003  
Employees: 7  
Primary service: Customized software development training courses for teams in the areas of Java, Ruby, PHP, HTML5, general web development, open source, mobile development and Agile.

development and Ruby on Rails.

A la carte trainings include instruction for programs such as Java (“our sweet spot,” said Zorgdrager), Agile, Apache, Ruby, MySQL, SpringSource and Google. The training is broken down into courses by skill level, by role, expert-led prototyping and self-paced training.

DevelopIntelligence is developing and delivering a leadership program that’s designed to transform senior level engineers into architects.

“The focus is on how to design software, how to manage teams and C-levels and how to convey ideas,” Zorgdrager said.

In 2011 DevelopIntelligence reported \$617,000 revenue. For 2013, that number jumped to \$2,046,307 – a 231.654 percent growth.

“I don’t know of anything significant we’ve done to grow other than that in 10 years we’ve changed our business model three or four times,” Zorgdrager said. “We’re now helping more organizations in a different capacity than other companies we compete with do.”

“We used to be very transactional – teach a class and then move on. Now we’re training more engineers and having fewer clients,” he said, referring to the work his company does in quantity for each client.





# Raising the bar boosts Ascent's fortunes

BY ELIZABETH GOLD

news@bizwestmedia.com

BROOMFIELD – In general, businesses that made it through the recent recession are the ones that could scramble fast and make sure their sweet spot was appealing to the right market – clients who wanted their services and who could pay for them.

“There was a point in time when we’d go after everything out there to earn business,” said Jason Brown, president of Ascent Builders Inc.

When the time was right, however, Ascent retargeted what it was doing and who it was doing it for. The company’s primary focus shifted from small residential remodel projects to higher-end projects. The intention was to use resources more effectively and efficiently with better returns.

The result is that Ascent Builders has increased its revenue 229.684 percent, from \$1.233 million in 2011 to \$4.065 million in 2013. The increase places the company fifth on the BizWest Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting more than \$2 million in annual revenue.

Ascent Builders currently builds its business around three divisions. The first is devoted to residential clients for high-end kitchen and whole-house remodels, the second focuses on custom homes and new construction, and the third focuses on commercial contracting.

“We’re a turn-key general contractor,” Brown said. “All our trade work is subcontracted out and we’re project manager, client interface and sales and marketing.

“Most of our current revenue growth is from new construction, but all three of the divisions are showing growth,” he added.

“The economic meltdown caused a lot of folks to get by on little overhead to survive and that’s what we did too. We used the time to refine our service and target so that when the market turned around we could go after business in a hard way.

“A lot of companies didn’t make it, and that made for less competition. So when the economy turned around there were a lot more people we could tell our story to.”

The economic blight affected Ascent Builders for about two years, Brown said. “We had enough clients and business to barely make payroll, and we really didn’t expect more than that.”

To use the downtime best, the company created and followed a



JONATHAN CASTNER/FOR BIZWEST

From left, Ascent Builders vice presidents Hal Latimer and Jeff Proctor join president Jason Brown at a home construction site. Proctor and Brown also operate Basement Partners, a full-service basement remodeling company that serves the Denver metro area.

## MERCURY 100

### ASCENT BUILDERS INC.

5344 Stoneybrook Drive

Broomfield, CO 80020

Jason Brown, president

303-459-4947

www.ascentbuilders.net

Founded: 2005

Employees: 5

Primary service: General contractor specializing in residential and commercial construction.

“We went from average projects that were \$30,000 to \$40,000 back then to projects that were \$100,000 to \$150,000.”

**Jason Brown**  
PRESIDENT  
ASCENT BUILDERS INC.

strategic plan that pulled it out when the time was right.

“We went from average projects that were \$30,000 to \$40,000 back then to projects that were \$100,000 to \$150,000, and we made sure we diversified.”

Moving forward, Brown expects to bring in \$8 million this year – doubling last year’s revenue. “The new construction space has certainly taken off,” he said, “and that certainly is helping.”

We’re proud to support the  
2014 Mercury 100 Awards



www.eksh.com

**EKS&H**  
AUDIT | TAX | CONSULTING



BIZWEST

LIST

Mercury 100 Fastest-Growing Private Companies

Companies based in Boulder and Broomfield counties reporting annual revenue more than \$2 million, ranked by percent revenue change from 2011 to 2013.

RANK	Company	Percent growth Revenue 2013 Revenue 2011	Products/Services	Local employees	Phone Website	Person in charge Title Year founded
1	Boulder Creek Neighborhoods LLC 712 Main St. Louisville, CO 80027	460% \$46,500,000 \$8,300,000	New homes.	47	303-544-5857 www.livebouldercreek.com	David Sinkey president 2006
2	Vertiba 2960 Center Green Court, Suite 202 Boulder, CO 80301	269% \$6,558,000 \$1,778,000	Salesforce.com implementation, consulting and training.	13	720-383-4276 www.vertiba.com	Jim Hooton CEO 2010
3	Zayo Group LLC 1805 29th St. Boulder, CO 80301	244% \$988,085,000 \$287,235,000	Provides comprehensive bandwidth Infrastructure services in over 300 markets throughout the U.S. and Europe, spanning 77,000 route mile network and 26 carrier-neutral colocation facilities.	400	303-381-4683 www.zayo.com	Dan Caruso CEO/president 2006
4	DevelopIntelligence LLC 3200 Carbon Place, Suite 101 Boulder, CO 80301	232% \$2,046,307 \$617,000	Customized software development training courses for teams in the areas of Java, Ruby, PHP, HTML5, general Web Development, Open Source, Mobile development, Agile.	5	720-445-4360 www.developintelligence.com	Kelby Zorgdrager president 2003
5	Ascent Builders Inc. 5344 Stoneybrook Drive Broomfield, CO 80020	230% \$4,065,000 \$1,233,000	A full-service general contractor specializing in high quality home construction and commercial buildings throughout the Denver area.	5	303-459-4947 www.ascentbuilders.net	Jason Brown founder, president 2005
6	Upslope Brewing 1898 S. Flatiron Court Boulder, CO 80301	220% \$4,028,687 \$1,257,156	Microbrewery that brews premium ales and lagers and packages them in cans and kegs.	34	720-227-5722 www.upslopebrewing.com	Matt Cutter founder 2008
7	Goddess Garden 1821 Lefthand Circle, Suite D Longmont, CO 80501	200% \$2,700,000 \$900,000	Organic sunscreen products.	12	303-651-3678 www.goddessgarden.com	Nova Covington CEO/founder 2004
8	Gebhardt Imports 3150 28th St. Boulder, CO 80301	167% \$4,000,000 \$1,500,000	Pre-owned automobile sales and automotive reconditioning.	9	303-996-6000 www.gebauto.com	James P. Gebhardt owner 1975
9	Bobo's Oat Bars 6325 Gunpark Drive, Suite B Boulder, CO 80301	142% \$4,144,000 \$1,714,000	Manufactures all-natural, vegan, wheat-free and gluten-free breakfast/energy bars using organic, non-refined and non-GMO ingredients.	10	303-938-1977 www.bobosoatbars.com	Beryl Stafford founder/president 2003
10	Slice of Lime 1155 Canyon Blvd, Suite 110 Boulder, CO 80302	139% \$2,212,502 \$927,000	User experience design for web apps, mobile apps, and connected devices.	17	303-413-0701 www.sliceoflime.com	Kevin Menzie CEO 2001
11	RDS Environmental Inc. 11603 Teller St., Suite A Broomfield, CO 80020	136% \$2,440,197 \$1,031,920	Environmental testing (radon, mold, lead, asbestos); certified radon laboratory.	11	303-444-5253 www.rdsenvironmental.com	Tammy Linton president 1978
12	Buffalo Supply Inc. 1650 Coal Creek Drive, Suite A Lafayette, CO 80026	126% \$43,036,833 \$19,017,511	Distributor of high-tech medical equipment and supplies.	20	303-666-6333 www.buffalosupply.com	TJ Jackson CEO 1983
13	Stratom Inc. 5375 Western Ave., Suite A Boulder, CO 80301	114% \$3,178,965 \$1,484,972	Strategic solutions, advanced technologies and services to government, commercial and global clients. We specialize in C-IED, robotics, unmanned vehicles, sensor integration and engineering.	11	720-565-9609 www.stratom.com	Mark Gordon CEO/president 2001
14	AutoSearch USA 609 S. Taylor Ave. Louisville, CO 80027	113% \$8,500,000 \$4,000,000	Offering automobile buying services assist our clients with the purchase or lease of personal, corporate or fleet vehicle at factory direct prices.	10	303-247-9300 www.findtheperfectcar.com	Steve Warner president 1998
15	Oskar Blues Brewery LLC 1800 Pike Road Longmont, CO 80501	112% \$33,700,000 \$15,900,000	Brewery.	45	303-776-1914 www.oskarblues.com	Dale Katechis owner 1997
16	Sporian Microsystems Inc. 515 Courtney Way, Suite B Lafayette, CO 80026	100% \$2,500,000 \$1,250,000	Provides novel sensors, microelectromechanical systems (MEMS) design and packaging services.	16	303-516-9075 www.sporian.com	Brian Schaible president 2000
17	Blue Spruce Design & Construction Co. 8854 Pinecone Lane Niwot, CO 80503	97% \$2,359,083 \$1,200,000	General contracting firm focusing on large residential renovations with an emphasis on green building; commercial tenant finish and restaurants.	4	303-652-1150 www.bluespruceconst.com	Sandra Weeks president 1997
18	BSC Signs Inc. 6970 W. 116th Ave., Unit A Broomfield, CO 80020	93% \$2,824,718 \$1,467,111	Design, permitting, manufacture, installation, servicing commercial, electric and architectural signs. Full fabrication facilities and fleet installation vehicles.	30	303-464-0644 www.bsccsigns.com	John Wesley Dobie CEO/president 1999
19	Left Hand Brewing Co. 1265 Boston Ave. Longmont, CO 80501	88% \$16,800,000 \$8,951,578	Craft-beer brewer.	76	303-772-0258 www.lefthandbrewing.com	Eric Wallace co-founder/president 1993
20	University Parent Media 2995 Wilderness Place, Suite 205 Boulder, CO 80301-5404	84% \$2,015,659 \$1,096,448	Resources for parents of college students on the web and in print.	15	866-721-1357 www.universityparent.com	Sarah Schupp CEO 2005
21	8z Real Estate 4041 Hanover Ave., Suite 200 Boulder, CO 80305	77% \$14,098,000 \$7,952,000	Real estate brokerage serving Colorado and Bay Area home buyers and sellers with neighborhood specialist agents, robust desktop and mobile search tools, and hyperlocal market content.	37	303-543-3083 / 800-231-9153 www.8z.com / www.COhomefinder.com	Lane Hornung CEO/founder 2009
22	WishGarden Herbs Inc. 3100 Carbon Place, Suite 103 Boulder, CO 80301-6134	72% \$2,687,000 \$1,563,000	Manufacturer of medicinal herbal supplements.	23	303-516-1803 www.wishgardenherbs.com	Sam Hunziker CEO 1979
23	Cloud 9 Living LLC 4999 Pearl East Circle, Suite 102 Boulder, CO 80301	70% \$6,266,090 \$3,681,438	Gift company offering unique and memorable experiences as gifts; more than 1,800 experiences nationwide.	13	303-443-8777 www.cloud9living.com	John Augst president 2005
24	Isonas Inc. 4720 Walnut St., Suite 200 Boulder, CO 80301	69% \$3,204,027 \$1,891,315	Software and hardware delivering Pure IP physical access control systems.	17	303-567-6516 www.isonas.com	Rob Mossman CEO 1999
25	ShipCompliant 1877 Broadway, Suite 703 Boulder, CO 80302	68% \$7,028,622 \$4,187,600	Compliance and reporting automation software and market enabling solutions for the wine and spirits industry.	39	303-449-5285 www.shipcompliant.com	Jason Eckenroth CEO/founder 2000

Source: BizWest Survey

Researched by Mariah Tauer



BIZWEST

LIST

Mercury 100 Fastest-Growing Private Companies

Companies based in Boulder and Broomfield counties reporting annual revenue more than \$2 million, ranked by percent revenue change from 2011 to 2013.

RANK	Company	Percent growth Revenue 2013 Revenue 2011	Products/Services	Local employees	Phone Website	Person in charge Title Year founded
26	Real Capital Solutions LLC 371 Centennial Parkway, Suite 200 Louisville, CO 80027	63% \$11,203,311 \$6,871,000	Commercial real estate, leasing, property management.	72	303-466-2500 www.realcapitalsolutions.com	Sharon Eshima president Marcel Arseneault CEO/chairman 1984
27	Precision Plumbing, Heating, Cooling & Electric 5035 Chaparral Court Boulder, CO 80301-3351	59% \$13,036,654 \$8,198,079	Heating, air conditioning, plumbing, electrical residential service.	60	303-442-3355 www.precisionplumbing.com	Tom Robichaud president 1982
28	Quick Left Inc. 902 Pearl St. Boulder, CO 80302	59% \$3,400,000 \$2,141,000	A web engineering company that builds web and mobile applications.	25	303-242-5536 www.quickleft.com	Ingrid Allison Alongi CEO 2009
29	Melton Design Build 3082 Sterling Circle Boulder, CO 80301	58% \$6,753,946 \$4,265,675	Design-build remodeling company for residential and commercial projects with in-house architecture and design department.	38	303-473-9542 www.meltondesignbuild.com	Ty Melton president 1993
30	Aerocom Industries Inc. 1921 Miller Drive Longmont, CO 80501	53% \$5,003,507 \$3,267,136	Aircraft and aerospace specialty gearing and ultra high precision flow meters.	18	303-776-4300 www.aerocom-industries.com	Tom Lang CEO/president N/A
31	Colorado Center for Arthritis and Osteoporosis 3434 47th St., Suite 201 Boulder, CO 80301	49% \$7,808,600 \$5,249,200	Specializes in rheumatology, a subspecialty of medicine that deals with disorders of joints and connective tissues.	33	720-494-4700 www.ccao.net	Jeff Perkins CEO 1998
32	Hirsh Precision Products Inc. 6420 Odell Place Boulder, CO 80301-3310	47% \$7,439,126 \$5,077,332	Contract manufacturing: emphasis on components that repeat and have stringent cosmetic and dimensional requirements; serves the medical, automotive, defense, scientific and communications industries.	62	303-530-3131 www.hirshprecision.com	Mike Hirsh CEO/president 1979
33	Falafel King Enterprises Inc. 5461 Western Ave., Unit D Boulder, CO 80301	44% \$2,600,000 \$1,800,000	Manufactures hummus, Middle Eastern salads, falafel balls, pita bread and wraps for distribution to grocery stores. Also operates Middle Eastern carry-out restaurants.	29	303-443-1346 www.falafelkingboulder.com	Amnon Gilady general manager 1988
34	Boulder Ice Cream and Figo! Organic Gelato 2935 Baseline Road, Suite 200 Boulder, CO 80303	44% \$2,800,000 \$1,944,000	Boulder Homemade manufactures organic ice cream and gelato for the grocery channel. Brands: Boulder Ice Cream and Figo! Organic Gelato. Coast-to-coast, regional distribution.	5	303-494-0366 www.bouldericecream.com	Scott Roy president 1992
35	American Moving & Storage 2750 Industrial Lane Broomfield, CO 80020	43% \$2,650,000 \$1,850,000	Local moving services. Interstate agent and hauler for Bekins Van Lines. Climate controlled secure containerized storage. Commercial and industrial moving solutions.	28	303-402-0100 www.AmericanMoving.com	Gabriel Kierson president 1998
36	Hillcrest Glass LLC 504 Fourth Ave. Longmont, CO 80501	43% \$2,800,000 \$1,960,000	Commercial/residential glass and glazing contractor. Tenant finish, storefront, curtainwall, mirrors, shower enclosures. Design consultations and material selection help.	22	303-776-9511 www.hillcrest-glass.com	Lisa Sklar president 1969
37	National Eco Wholesale Inc. 3640 Walnut St. Boulder, CO 80301	42% \$4,088,200 \$2,873,640	A natural-product management company. manufacturer and trademark holder of BOULDER Cleaners and CompoKeeper	3	720-204-3042 www.nationalecowholesale.com	Steve Savage CEO/president 2010
38	Countryside Asset Management Corp. 7490 Clubhouse Road, Suite 201 Boulder, CO 80301	42% \$2,000,000 \$1,406,316	CAMC manages apartment communities (multi-family), commercial properties, and HOA's in the Boulder and Denver Metro regions.	85	303-530-0700 www.csamc.com	Christopher W. Geer John J. Moritz co-presidents 1968
39	Kenray Corp. 695 Aspen Ridge Drive Lafayette, CO 80026-9332	36% \$3,200,000 \$2,345,456	Precision sheet metal products; enclosures, chassis, brackets, lighting, panels for all types of industries.	16	303-665-7100 N/A	Del Scott Thomas president 1968
40	Gorilla Logic Inc. 1500 Pearl St., Suite 300 Boulder, CO 80302	36% \$12,279,000 \$9,010,000	Custom application development services on the ground and in the cloud as well as testing services.	65	303-974-7088 www.gorillalogic.com	Stu Stern CEO/president 2002
41	Goodacre & Co. 2450 Broadway Boulder, CO 80304-4109	36% \$2,953,091 \$2,171,286	Residential and commercial real estate, relocation and investment.	4	303-449-3434 www.goodacreproperties.com	Bill Goodacre owner Tim Goodacre owner Ken Roth managing broker 1974
42	Sopris Homes LLC 6420 Gunpark Drive, Suite D Boulder, CO 80301	32% \$11,500,000 \$8,700,000	Design and build high performance luxury homes, remodels and additions. Energy Star and net zero energy homes. Custom designs and an extensive portfolio of designs.	10	303-527-0000 www.soprishomes.com	John Stevens manager 1993
43	Citron WorkSpaces 197 S. 104th St., Suite C Louisville, CO 80027	32% \$11,200,000 \$8,500,000	Designs workspaces, provides new and used office furniture, offers furniture recycling and donation assistance, offers a full range of design, space planning and project-management services.	22	303-531-2504 www.citronworkspaces.com	Katheey Pear president 2004
44	Parallel Path 1637 Pearl St., Suite 201 Boulder, CO 80302	31% \$2,100,000 \$1,600,000	Develops and deploys digital marketing strategies to attract qualified prospects, convert leads into sales and increase brand awareness.	16	303-396-1111 www.parallelpath.com	Brian Cleveland CEO/founder 2005
45	GrafXGroup / Photo Craft Imaging 2901 55th St. Boulder, CO 80301	30% \$2,083,000 \$1,600,000	Design, fabrication and installation of large-format graphics and displays. Photographic and fine art printing.	20	303-442-6410 www.pcigrafx.com	Roy McCutchen CEO 1974
46	North Boulder Physical Therapy 3000 Center Green Drive, Suite 110 Boulder, CO 80301	30% \$3,397,542 \$2,620,268	Sports, orthopedic, auto, work injury, Pilates, knee, ankle, shoulder, incontinence, braces, orthotics, women's health, TMJ, vertigo.	28	303-413-9903 www.northboulderpt.com	Debra Layne owner 1979
47	Broomfield Pediatrics and Internal Medicine 3301 W. 144th Ave., Suite 200 Broomfield, CO 80023	26% \$2,140,940 \$1,698,571	Pediatric and internal medicine, newborn through adults.	5	303-438-5522 www.bfpim.com	Cyndi Kremer practice manager 2000
48	Safe Systems Inc. 421 S. Pierce Ave. Louisville, CO 80027	24% \$8,654,138 \$6,974,518	Sales, installation, service and monitoring for residential and commercial burglar alarm, fire alarm, inspections, access control, video and home automation services.	80	303-444-1191 www.safe-systems.com	Larry Halpern owner/president 1982
49	Pharmaca Integrative Pharmacy Inc. 4940 Pearl East Circle, Suite 301 Boulder, CO 80301	23% \$116,000,000 \$94,000,000	Combines pharmacy services and over-the-counter medications with natural health and beauty products, delivered by licensed health-care practitioners.	126	303-442-2304 www.pharmaca.com	Dave Maher Interim CEO 2000
50	Sargent Bickham Lagudis LLC 1801 13th St., Suite 208 Boulder, CO 80302	23% \$4,683,100 \$3,808,500	Fee-only investment management and financial planning for individuals, families, and institutions. Independent RIA.	20	303-443-2433 sblfinancial.com	Rick Lawrence CEO, president 1988



# Feel the World's shoes born to run – to the top

BY JEFF THOMAS

news@bizwestmedia.com

BOULDER – Trying to figure out just how long Feel The World LLC can grow at its current stupendous rate may be as difficult as figuring out how far you can run in a pair of its Xero Shoes minimalist sandals.

"This was all basically a hobby until we hit the \$200,000 mark," said Steven Sashen, co-founder and chief executive. "Then we said, 'We need to take this seriously.'"

For the record, a company employee has about 10,000 miles on one pair of the as-close-to-you-as-it-can-get barefoot sandals, which come with a 5,000-mile guarantee.

Meanwhile the company has grown from \$247,000 in revenue for 2011 to \$851,573 in 2013. That's a 245 percent growth rate, placing it first on BizWest's Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting less than \$2 million in annual revenue.

The whole idea gelled in 2009 after Sashen saw a Tarahumara running team compete in the Leadville 100, all in sandals made from used tires. Sashen himself had converted to running barefoot in 2007 – he's an All-American Master's sprinter – and the Tarahumara were also featured that year in the New York Times bestseller, "Born to Run."

Sashen and his wife, Lena Phoenix, were making a few pairs of their minimalist sandals a week when another barefoot runner and track coach, Michael Sandler, offered to put them in his book if they started a website.

"My wife thought it was a horrible idea. I agreed," he said. "When she went to sleep, I built the website."

Phoenix is actually not a barefoot runner at all, Sashen said, but using the sandals for hiking and everyday



PHOTO COURTESY FEEL THE WORLD LLC

Xero Shoes chief executive Steven Sashen shows the heel-cupping and foot-contouring features of Xero Shoes' "Feel True" rubber, used in its minimalist sandals.

activities helped her improve her posture and the way she walked.

That is also the way the company has grown, Sashen said. A dedicated barefoot runner may be inspired to buy a pair of the sandals, but soon friends and family members are just as intrigued, even if they are not runners.

"Our focus is not on the runners," he said. "It's on the lifestyle of all the benefits you can get from letting you feet move naturally; all the sensations you can get from actually feeling the world."

Sashen said the business was bootstrapped from the very first few pairs sold, continually reinvesting all

## MERCURY 100

### FEEL THE WORLD INC. DBA XERO SHOES

5470 Conestoga Court  
Boulder, CO 80301  
Stephen Sashen, founder/CEO  
303-447-3100  
www.xeroshoes.com  
Founded: 2009  
Employees: 6  
Primary service: Manufacturer of minimalist running and recreational shoes.

the revenue into materials. Originally, the company sold only kits or custom-made sandals, and actually did not sell off-the-shelf sizes until last October

when it became apparent that's what a great deal of the public wanted.

That change helped drive even more business, he said. Sashen said he isn't sure how long the company is going to keep up its current growth rate, but he and Phoenix were assured enough to turn down \$400,000 in funding from one of the millionaires on "Shark Tank" last year.

"The whole thing was practically nonexistent in 2009 and now it's 20 percent of the running shoe market," he said. "Now every major shoe company has something ... but almost all the 'minimalistic' shoes are about as minimalistic as a pair of stilts."

**An Individualized Education**  
*Helping Children to be Exceptional, Accelerated and Creative*

**OPEN HOUSE - June 4 & July 9 (9 a.m. or 5 p.m.)**

- Small class sizes • Ages 2 1/2-14
- Academic Preschool-8th grade
- Nationally Accredited
- Swimming, Dance, Spanish & Chinese

**Class Sizes Too Big? Not Here!**

**BROOMFIELD ACADEMY** 7203 W. 120th Ave. Broomfield • (303) 469-6449  
**www.broomfieldacademy.com**

Congratulations to the

# 100 Fastest Growing Companies

in the  
Boulder  
Valley!

**Boulder**  
Economic Council

www.BOULDERECONOMICCOUNCIL.org 303-786-7567





## KOGLIN GROUP LLC CONSTRUCTION

# Point of sale a point of pride for Koglin

BY ELIZABETH GOLD  
news@bizwestmedia.com

LOUISVILLE – “With any work – as a contractor or an employee – if you do what you’re supposed to do, there’s more opportunity,” said Lynn Koglin, owner of Koglin Group LLC. “And we pride ourselves on always saying ‘yes.’”

More than words on a motivational poster, the attitude is to what Koglin credits his company’s success.

Koglin Group opened its doors to business in 2009 as a construction company. “The economy was horrible when we started, so we did it all,” Koglin said, “from remodels and trashing out abandoned properties to fixing fences.”

When asked if he had any contacts on the West Coast for point-of-sale work, he saw the question as one of those opportunities and has never looked back with regret.

“We still are a general contractor company, but we now specialize in point-of-sale services – wherever there are credit card or cash transactions,” he said, referring to locations such as coffee shops, restaurants, convenience stores and airports.

“We have three prongs to our service: electrical and data work, providing technicians to do install work of hardware and software with point of sale, and project management.”

The shift of focus has clearly paid off for the company’s bottom line. Koglin Group has increased annual revenue 142.158 percent, from \$193,000 in 2011 to \$467,365 in 2013, placing it in the No. 2 spot on the BizWest Mercury 100 list of fastest-growing companies in Boulder and Broomfield



### MERCURY 100

**KOGLIN GROUP LLC**  
133 S. Fillmore Ave.  
Louisville, CO 80027  
Lynn Koglin, owner  
303-551-3073  
www.koglingroupllc.com  
Founded: 2009  
Employees: 1

Primary service: Project planning, construction management, full service software, hardware, and cabling and electric to point-of-sales systems.

counties for companies reporting less than \$2 million in annual revenue.

Koglin Group is working on a point-of-sale electrical and data-services contract with NCR, installing and setting up point-of-sale services for Wendy’s International (Nasdaq: WEN), the parent company of Wendy’s Old Fashioned Hamburgers.

The job requires systems to be set up in 1,000 sites in 40 states and providing technical support for many of those sites, Koglin said. To date, 700 installations are complete.

“Wendy’s is the first contract we won the bid on from start to finish,” Koglin said, adding that the project will take about two years to complete.

“We’ve done a lot of projects in the past for NCR, ranging from \$20,000 to \$100,000 but not ever this big,” he said. “This one is \$1.5 million.”

Increasing the value of projects rather than increasing the number of clients is setting Koglin Group up for continued success. The company subcontracts work to technicians, but if another project such as Wendy’s came in, Koglin would need to hire a full-time employee.

“This year, NCR is our sole client,” he said, “whereas in previous years we’ve had three to six, with at least half of them being in the point-of-sale industry.”

“Last year we had a lot of clients, and we’ll double revenue this year over last year with just one client.”



JONATHAN CASTNER/FOR BIZWEST

Garth Braun’s namesake architectural, planning and development consulting firm serves clients from the Front Range to the shores of Central America, the Virgin Islands and beyond.

# Garth Braun designs a reputation to build on

BY ELIZABETH GOLD  
news@bizwestmedia.com

BOULDER – Garth Braun rates problem solving as one of the primary skills he brings to client projects. When it came to bringing his own company through the recession, the skill came in handy as well.

That and repeat business has kept Garth Braun Associates PC not only in business but continuously moving in the direction of success.

“Repeat work is what’s guided us through the growth process, especially during the recession,” said Braun, the company president. “We were actually so damaged by the recession that it’s not that hard to accomplish growth when digging out of a hole like that.”

As with a lot of companies, GBA cut its number of staff members to keep the doors open for business. Payroll has gone from a high of 13 employees to now just Braun.

“I do a lot of work with contractors, some of which are old employees,” he said. “Turnaround from the recession has been great but it’s also uncertain so I do a lot more myself.”

Diversifying in terms of which industries to target has been another safety Braun put in place to keep business coming in. The architectural firm’s work includes projects with resorts, charter schools, interior designs for law offices and film studios as well as private residences.

Then there’s the customer-service quotient that’s mixed into the equation.

To Braun, the way to satisfy clients is to aim for what he calls “optimum solutions” instead of simply looking for solutions.

“We work to expand their think-



### MERCURY 100

#### GARTH BRAUN ASSOCIATES PC

355 17th St.  
Boulder, CO 80302  
Garth Braun, president  
303-447-1859  
www.gbaarch.com  
Founded: 1984  
Employees: 1  
Primary service: Architecture, planning, development consulting.

ing in terms of design options that fit their needs,” he said. Questions that open up possibilities include asking how the group operates, what kind of environment will support the kinds of processes the company needs to have in place and what are the growth requirements and vision for the future.

Combining design and construction expertise with budgets and schedules increases long-term customer satisfaction, a driving force for repeat business. Additionally, partnering with clients to balance all these concerns often leads to more efficient ways for clients to do their business in the long run.

The plan is paying off so far. Garth Braun Associates PC has increased annual revenue 138.739 percent, from \$222,000 in 2011 to \$530,000 in 2013, placing it No. 3 on the BizWest Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting less than \$2 million in annual revenue.

“We were fortunate over the past 20 years to have never had a slowdown, even during the recession in the ‘80s,” Braun said. “We’ve survived this one by reducing staff to just me and to having the good fortune to having clients come back.”

“Some of our smaller clients held us through 2009 and 2010, and in 2011 our bigger clients came back,” he said. “2013 was very strong, and 2014 is looking good, but we don’t have the crystal ball we used to have in this industry.”



# Client care, creativity keep RiteHealth healthy

BY MICHELLE VENUS

news@bizwestmedia.com

BOULDER – For most people, health and life insurance are line items on their budgeting spreadsheet. For Rachel Zeman and her team at RiteHealth Solutions, it is much more than that. It is peace of mind and the security of knowing that, should life throw their clients a curveball, it can be hit with a line drive and they will stay in the game.

Zeman is a strong believer in education and transparency.

“We work hard to make sure the client has a thorough understanding of the different products available to them. There are so many options out there that it can be very overwhelming,” she said. “We take the time to help them sort through it all – whether it’s an employee benefits package or an individual account through the Health Exchange. The agent is the one who comes to the table with the knowledge to explain the differences between policies, help you understand what is included and what the exclusions are. But even more important is the customer support



JONATHAN CASTNER/FOR BIZWEST

Rachel Zeman, left, founder and president of RiteHealth Solutions, is joined by broker Jenna Nehring, center, and sales associate Megan Mastriona. The agency is certified with Connect for Health Colorado, the state’s health-care exchange under the Affordable Care Act.

after the policy has been purchased.”

It’s the customer support – both before and after buying an insurance policy with RiteHealth Solutions – that makes Zeman proud of her company. That, and the creativity she instills into it.

Wait. Creativity? In an insurance company?

Here’s an example:

Zeman worked with a software developer to create a proprietary proposal-writing program and online technology

that helps human-resources executives easily modify their accounts when something changes within their businesses. She is constantly on the lookout for innovations in products and technology that can help make her company more efficient, and in turn pass those efficiencies along to the client.

It’s working. In two years, RiteHealth Solutions grew by more than 128 percent. Revenue jumped from \$167,328.50 in 2011 to \$382,289 in 2013, ranking the

## MERCURY 100

### RITEHEALTH SOLUTIONS

6666 Gunpark Drive, Suite 100

Boulder, CO 80301

Rachel Zeman, president

303-443-1770

www.ritehealthsolutions.com

Founded: 2009

Employees: 6

Primary Service: Life and health insurance broker agency specializing in company-sponsored employee benefits and individual life/health policies. Connect for Health Colorado certified.

company fourth in BizWest’s Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for companies reporting less than \$2 million in annual revenue.

Zeman attributes some of the growth to the purchase of and folding in of two smaller brokerages as well as the surge of new policy purchases from health-care reform.

She keeps coming back to the education component of her job as a point that distinguishes RiteHealth Solutions from her peers.

“Everyone at RiteHealth is always learning about the industry,” she said. “It may be new and innovative products or new technologies. Then we take that knowledge and share it with our clients.”

That would be a home run with the bases loaded.

# With love and technology, iSupportU thrives

BY MICHELLE VENUS

news@bizwestmedia.com

BOULDER – “What recession?” Those are the words of Shaun Oshman, chief executive and founder of iSupportU, his five-year-old information technology company.

“A recession is a good time to start something when everyone else is stopping doing things,” he said. “And, I have never taken a business class. Ever.”

After a four-year teaching stint in New Zealand – “I went there for love. Why do we do anything?” – the New Jersey native landed in Boulder and bootstrapped his company from the back bedroom of his home.

iSU was financed with cash at hand. The practice continues today, which has served iSU well. Since 2011, the company has grown 123.42 percent. Revenues have jumped from \$412,500 to \$921,607, placing iSupportU fifth on BizWest’s Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties for



JONATHAN CASTNER/FOR BIZWEST

New hire Shelia Kolacz organizes inventory for repair at iSupportU in Boulder, where staffers help businesses make the most out of technology. She also works as an office manager.

companies reporting more than \$2 million in annual revenue.

All the numbers on iSupportU’s balance sheet are printed in black; there is no red ink.

Rewind to the New Zealand

days: Oshman taught 8-year-olds and was amazed at their ability to absorb information, especially when technology was part of the learning mix. He also wore the IT administrator hat and helped his

## MERCURY 100

### ISUPPORTU LLC

1825 Pearl St., Suite A

Boulder, CO 80302

Shaun Oshman, CEO/Founder

www.isupportu.biz

Founded: 2009

Employees: 12

Primary service: Business IT support and consulting, website design, Mac and Windows desktop and server support, computer/phone repair, installed and cloud phone systems.

fellow teachers integrate technology into their classrooms. There, a love (“Why do we do anything?”) for teaching bloomed. That’s a love that continues at iSU.

Fast forward to today: Oshman and his staff are working with businesses to help them make the most out of technology. They have seen the nature of IT consulting change in terms of support. There is a lot of teaching and learning involved.

“It’s not just sitting in some back room and pressing buttons,” said Oshman. “We’re in the people business; we just happen to focus on technology.”

Oshman makes a point of hiring personable, excited and engaged people to join the iSU crew. It’s all about the attitude. Skills can be learned. Attitude is inherent within the individual. That’s not something

► See **iSupportU, 13B**



## VERTIBA from 5B

efficient process is really why we've grown," Hooton said.

The company emphasizes listening to and assessing clients' needs, he said, then providing the tools they want.

Capitalizing on its work in the health-care sector, Hooton said, Vertiba recently expanded outside the region by moving into California. He added that there's more to come.

"We're taking our strength in the health-care and the public-sector industries and using that to expand throughout the West," Hooton said. It's the perfect time to connect with cloud companies, too, he said, as businesses shed old-technology infrastructure.

“Good client relationships, a deep knowledge of the product and a really efficient process is really why we've grown.”

**Jim Hooton**  
CHIEF EXECUTIVE AND CO-FOUNDER  
VERTIBA

"Salesforce.com itself is a great product," he said, "and cloud computing is really where everybody is headed."

## ISUPPORTU from 12B

that can be taught – it's either there or it isn't. Oshman would rather hire someone with no IT experience if he or she were a perfect fit for the iSU culture.


One recent hire, Shelia, came with a resume with no prior IT experience. It did, however, list a position with Chuck-E-Cheese's, with the following job description: "Performed for parents and their children and choreographed routines." And yes, she wore the mouse costume and danced at birthday

parties. Shelia explained that somebody had to wear the costume and she was the one who usually did that – because somebody had to do it.

Bingo.

Shelia now is a key part of the iSU staff because she is willing to accept challenges and do whatever it takes to get the job done. Her can-do attitude reflects how everyone at iSU approaches their jobs.

It's all about love. Love for technology, teaching and learning.



**Employee Benefits**  
Individual Life & Health Insurance  
Key Man Insurance  
Connect for Health Colorado  
(Certified Brokers)

**LIFE COBRA**  
**MEDICAL EAP WELLNESS FSA**  
**VISION DISABILITY DENTAL**

*The RiteCare. The RiteSupport. The RiteBenefits.*

[ritehealthsolutions.com](http://ritehealthsolutions.com)



# EXCELLENCE

THE RESOURCEFUL HUMAN RESOURCE™

**BSI**

BOLDER  
STAFFING INC



**BP<sup>2</sup>**

BOLDER  
PROFESSIONAL  
PLACEMENTS

Congratulations to the Mercury 100 nominees.  
You are the backbone of our community!

BSI & BP2 can help provide you with  
**the best people** for your growing company.

Contact us today to learn more.

[www.bsihires.com](http://www.bsihires.com) or [www.bp2recruiting.com](http://www.bp2recruiting.com)



303.776.9750

Get to know the bank that  
*gets to know you*

***The kind of personal service you just don't get anywhere else!***

At Summit Bank & Trust we believe when a community bank gets to know you, great things happen; like quick and easy loan approvals, and products and services that make banking more enjoyable. Our wide variety of accounts and loans are backed by experienced, knowledgeable professionals ready to help with all of your business and personal banking needs. So come on in or log on to [www.summitbt.com](http://www.summitbt.com), and get to know the bank that gets to know you.

**Commercial Banking | Small Business Lending**  
**Treasury Management | Mortgage Lending**



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

**Broomfield Banking Center**  
2002 East Coalton Road  
Broomfield | 303.460.4700

**Erie Banking Center**  
199 South Briggs Street  
Erie | 303.439.4888

**Larkridge Banking Center**  
16501 Washington Street  
Thornton | 303.439.4800



Member FDIC



BIZWEST

LIST

Mercury 100 Fastest-Growing Private Companies

Companies based in Boulder and Broomfield counties reporting annual revenue less than \$2 million, ranked by percent revenue change from 2011 to 2013.

RANK	Company	Percent growth Revenue 2013 Revenue 2011	Products/Services	Local employees	Phone Website	Person in charge Title Year founded
1	Xero Shoes 5470 Conestoga Court Boulder, CO 80301	245% \$851,573 \$247,000	Barefoot-inspired footwear, sandals and shoes.	6	303-447-3100 www.xeroshoes.com	Steven Sashen CEO, co-founder 2009
2	Koglin Group LLC 133 S. Fillmore Ave. Louisville, CO 80027	142% \$467,365 \$193,000	Project planning, construction management, full-service software, hardware and cabling and electric to point-of-sales systems.	1	303-551-3073 www.koglingroupllc.com	Lynn Christopher Koglin owner 2009
3	Garth Braun Associates PC 355 17th St. Boulder, CO 80302	139% \$530,000 \$222,000	Architecture, planning, development consulting. Projects range from large-scale land planning and commercial design to detailed custom residential projects.	1	303-447-1859 www.gbaarch.com	Garth Braun president 1984
4	RiteHealth Solutions 6666 Gunpark Drive, Suite, 100 Boulder, CO 80301	128% \$382,289 \$167,329	Life and health insurance broker agency specializing in company-sponsored employee benefits and individual life/health policies. Connect for Health Colorado certified and active agent in the Exchange.	6	303-443-1770 www.ritehealthsolutions.com	Rachel Zeman president 2009
5	iSupportU LLC 1825 Pearl St., Suite A Boulder, CO 80302	123% \$921,607 \$412,500	Business IT support and consulting, website design, Mac and Windows desktop and server support, computer/phone repair, installed and cloud phone systems.	12	303-351-1787 www.isupportu.biz	Shaun Oshman CEO/founder 2009
6	1-800-GOT-JUNK? 6655 Arapahoe Road, Suite D Boulder, CO 80303	122% \$513,226 \$230,771	Full-service junk hauler.	8	303-827-5573 www.1800gotjunk.com	Lillianne Wallace owner 2005
7	Colorado Wilderness Rides and Guides 4865 Darwin Court Boulder, CO 80301	122% \$350,000 \$158,000	Corporate, team building, special events, education courses throughout Boulder and the surrounding area. Year-round services and guided wilderness tours. Customized group tours.	18	720-242-9828 www.coloradowildernessridesandguides.com	Joshua Baruch owner 2009
8	Stephen Sparr Architects PC 1731 15th St., Suite 250 Boulder, CO 80302	121% \$1,178,305 \$532,442	Full-service architects specializing in all forms of residential, lofts, townhomes, single family homes, renovations, historic, mixed-use projects, multi-family housing plus commercial and retail.	10	303-442-4422 www.sparn.com	Stephen Sparr president/principal architect 1975
9	KGA Studio Architects 950 Spruce St., Suite 2D Louisville, CO 80027	116% \$1,600,000 \$740,000	Residential architecture.	14	303-442-5882 www.kgarch.com	Paul Mahony senior partner 1977
10	Computer Troubleshooters Boulder 1871 Folsom St., Suite 112 Boulder, CO 80302	100% \$1,532,000 \$766,000	IT for small- to medium-size businesses. Handles desktop support, server support, firewalls, backups, and network maintenance and monitoring.	8	303-474-5307 www.ctboulder.com	Jay Burgess president 2002
11	Rocky Mountain Day Camp LLC P.O. Box 270608 Louisville, CO 80027	98% \$576,787 \$290,708	Summer day camp for boys and girls.	38	303-495-5204 www.rockymtndaycamp.com	David Hansburg owner/manager 2008
12	Studio NYL Structural Engineers Inc. 2995 Baseline Road, Suite 314 Boulder, CO 80303	96% \$1,100,000 \$560,000	Structural design of buildings including educational, institutional, commercial, residential, historic and structural glass. Design of facade systems including thermal and moisture analyses.	11	303-558-3145 www.studionyl.com	Chris O'Hara founding principal Julian Lineham co-founder 2004
13	ERC Insulation/ ERC All Trades 1740 38th St. Boulder, CO 80301	89% \$940,765 \$498,000	Sprayfoam, cellulose, fiberglass and wet spray insulation, energy audits and small construction projects.	15	303-455-9778 www.ercinsulation.com	Christine Randall president Elton Randall co-owner 2009
14	Elements Therapeutic Massage Inc. 2321 30th St. Boulder, CO 80301	80% \$810,000 \$450,000	Therapeutic massage, injury rehabilitation, sports and deep-tissue massage, hot stone, Swedish relaxation massage, prenatal massage.	24	303-440-3998 www.touchofelements.com/boulder	Mark Mills Kate Mills owners 2009
15	TNC Drywall Inc. 7209 Valtec Court, Suite C Boulder, CO 80301	74% \$1,356,000 \$778,361	Drywall, steel stud.	9	303-444-9873 www.tncdrywall.com	Joe Mullins president 1980, Inc. 2004
16	Bray Architecture Inc. 1300 Yellow Pine Ave., Unit C Boulder, CO 80304	72% \$1,250,000 \$725,000	Specializing in complex buildings that demand integrated design. Expertise includes interior architecture, retail, restaurants and master planning.	6	303-444-1598 N/A	Jim Bray president 2005
17	Native Edge Associates Inc. 4625 N. Broadway Boulder, CO 80304	70% \$1,790,000 \$1,050,000	Landscape architecture and design, landscape installation, landscape construction, irrigation service, landscape maintenance, seasonal enhancements, snow and ice control services.	35	303-245-9166 www.nativeedgelandscapes.com	Tom Gregory Sunderland president 2001
18	Coal Creek Physical Therapy LLC 315 South Boulder Road, No. 100 Louisville, CO 80027	61% \$1,616,018 \$1,005,902	Sports, orthopedic, spine, auto, work injury, knee, ankle, shoulder, neck, low back, hip, orthotics, headaches, TMJ, vertigo, trauma and PTSD, chronic pain, pediatrics.	14	303-666-4151 www.coalcreekpt.com	Julie Byrt executive director 2000
19	Hilltop Inn GuestHouse and Suites at Broomfield 9009 Metro Airport Ave. Broomfield, CO 80021	59% \$313,000 \$197,000	Fireplaces, refrigerators, microwaves, high-speed Internet, full breakfast, Jacuzzi suites, tea room. Restaurant and pub.	13	303-469-3900 www.hilltopandwildflowers.com	Tracey Scalia business manager 2006
20	Design Concepts CLA Inc. 211 N. Public Road, Suite 200 Lafayette, CO 80026	58% \$1,900,000 \$1,200,000	Landscape architects and designers for parks and recreation, trails and open space, schools, campuses and development community planning.	17	303-664-5301 www.dcla.net	Carol Henry principal/president 1981
21	Precision FiberOptics Inc. 3042 Stevens Circle S. Erie, CO 80516	58% \$475,000 \$300,000	Communications cabling for data, voice and fiber optics.	2	303-661-0977 www.precisionfiberoptics.com	Steven R. Gage owner 1993
22	DD9 4275 16th St., No. 104 Boulder, CO 80304	54% \$270,000 \$175,000	Website 2.0 design, application development, systems integration, database development. Ruby on Rails, PHP/MySQL, high-level WordPress.	2	303-417-6369 www.dd9.com	Todd G. Dumas president, creative director 2001
23	Ascent Group Inc. 4909 Pearl East Circle, Suite 201 Boulder, CO 80301	50% \$1,043,093 \$695,030	Structural engineering services on all types of building construction from residential remodels and high-end custom homes to a variety of commercial and industrial projects.	9	303-499-3022 www.ascentgrp.com	Andrew C. Kelsey vice president 2000
24	Voltage Advertising & Design Ltd. 901 Front St., Suite 340 Louisville, CO 80027	50% \$1,200,000 \$801,000	Branding and identity, Web and interactive, print design and packaging.	15	303-664-1687 www.voltagead.com	Eric Fowles owner 2008
25	GreenPlay LLC 211 N. Public Road, Suite 225 Lafayette, CO 80026	46% \$1,579,681 \$1,082,081	Management consulting and services for parks, recreation, open space and related quality of life organizations.	13	303-439-8369 www.greenplayllc.com	Teresa Penbrooke CEO/founder 1999



BIZWEST

LIST

Mercury 100 Fastest-Growing Private Companies

Companies based in Boulder and Broomfield counties reporting annual revenue less than \$2 million, ranked by percent revenue change from 2011 to 2013.

RANK	Company	Percent growth Revenue 2013 Revenue 2011	Products/Services	Local employees	Phone Website	Person in charge Title Year founded
26	Boulder Digital Arts 1600 Range St., Suite 100 Boulder, CO 80301	46% \$471,434 \$323,882	Affordable and quick training in all the creative digital arts, as well as private offices and a shared coworking space.	4	303-800-4647 www.boulderdigitalarts.com	Bruce Borowsky director 2004
27	Organization and Relocation 1359 North St. Boulder, CO 80304	42% \$357,887 \$251,352	Provides distinct organization and stress-free moving services for residences and businesses, helping maximize overall productivity.	5	303-448-9966 www.organizationandrelocation.com	Sheryl Hadley president 2005
28	Colorado Capital Management Inc. 4430 Arapahoe Ave., Suite 120 Boulder, CO 80303	39% \$1,460,000 \$1,050,000	Investment management, financial planning, impact investing.	7	303-444-9300 www.coloradocap.com	Steven Ellis president 2000
29	Boulder Dog Food Company LLC P.O. Box 4417 Boulder, CO 80306	39% \$810,392 \$584,033	Gourmet dog and cat treats.	16	303-449-2540 www.boulderdogfoodcompany.com	Ed Withers co-owner 2002
30	Air-O-Pure Portables P.O. Box 1828 Nederland, CO 80466	39% \$520,000 \$375,000	Portable toilets, sinks, storage, small trash containers.	5	303-258-3597 www.air-o-pure-portables.com	Hillary Kysar president 1996
31	Rainbow Signs Inc. 1800 Commerce St., Unit D Boulder, CO 80301	33% \$500,000 \$375,000	Custom signs, vehicle wraps, screen printing, computer graphics, gold leaf work, banners, bumper stickers and large format digital printing.	0	303-444-5411 www.rainbowsigns.com	Randy Armijo president 1984
32	Goozmo 1650 38th St., Suite 205W Boulder, CO 80301	30% \$235,888 \$181,911	Web marketing firm, providing web and graphic design and development, site-management tools and search-engine and email marketing solutions.	5	303-938-6821 www.goozmo.com	Tysom M Brawley CEO 2000
33	Broomfield Academy 7203 W. 120th Ave. Broomfield, CO 80020	28% \$1,952,359 \$1,526,411	Nationally accredited. Individualized learning plans. Focus on character education. Small class sizes. Swimming, music, drama part of core program. Two world languages. Advanced curriculum.	42	303-469-6449 www.broomfieldacademy.com	Pat Garner principal 1997
34	Ecoscape Environmental Design LLC 6595 Odell Place, Unit I Boulder, CO 80301	28% \$575,000 \$450,000	Landscape design, build, and maintenance company specializing in xeriscaping, edible landscapes and outdoor living spaces.	13	303-447-2282 www.ecoscapedesign.com	Bill Melvin president 2000
35	Seth Ellis Chocolatier 6880 Winchester Circle Boulder, CO 80303	25% \$650,000 \$520,000	Chocolate manufacturer using natural and organic ingredients. Manufacture the Sun Cup brand.	10	720-470-3257 www.sethellischocolatier.com	David Lurie founder/president 2006
36	Jules Gourmet Catering 1849 Cherry St., Suite 7 Louisville, CO 80027	20% \$382,382 \$317,427	Full-service catering company.	8	303-926-1303 www.julesgourmet.com	Joseph F Dunigan owner Mary Dunigan owner Julie Ann Dunigan partner 1997
37	Imulus LLC 3005 Sterling Circle, Suite 201 Boulder, CO 80301	20% \$1,662,485 \$1,383,317	Interactive design and .Net, iOS, and Rails application development.	17	303-247-0550 www.imulus.com	George Morris president 2002
38	Kaiser Lock & Key Service Inc. 815 Walnut St. Louisville, CO 80027-1847	20% \$443,977 \$370,000	Install, repair and service lock entry systems for homes and business. Simple locks to advanced access systems.	5	303-666-0739 www.kaiserlock.com	Janet Kaiser Kevin Kaiser owners 1984
39	Sustainably Built LLC 1720 15th St. Boulder, CO 80302	17% \$190,000 \$162,000	Green building consultants. Mechanical systems design/sizing, energy audits, code compliance, HERS ratings, energy modeling, building science.	3	303-447-0237 www.sustainablybuilt.com	Mark Bloomfield principal 2007
40	Lopez Smolens Associates Ltd. 2400 Central Ave., Suite A-1 North Boulder, CO 80301	16% \$290,000 \$250,000	Structural design of buildings and all types of structures. Observation and investigation of existing buildings and construction.	5	303-447-2813 www.lopezsmolensengineers.com	Henry Lopez Jonathan Smolens principal engineers 1984
41	Adventures Within Reach Inc. 2041 Broadway, Second Floor Boulder, CO 80302	14% \$1,680,000 \$1,471,590	Trips to Machu Picchu, Inca Trail, African safaris, Kilimanjaro, Galapagos, Costa Rica, Southeast Asia, Antarctica, Everest Base Camp, Bhutan.	3	303-500-5047 www.adventureswithinreach.com	Robin Paschall owner 2000
42	Wild Rose Marketing Inc. P.O. Box 21276 Boulder, CO 80308	13% \$487,000 \$430,000	Marketing and sales firm representing specialty products with a focus on organic, sustainable and natural.	2	303-448-9556 www.wildrosemarketing.com	Rose Pierro owner 1996
43	PCD Engineering Services Inc. 323 Third Ave., Suite 100 Longmont, CO 80501	13% \$812,000 \$720,000	Mechanical and electrical engineering, energy analysis, facility commissioning, sustainability consulting, green building.	6	303-678-1108 www.pcdengineering.com	Peter D'Antonio president 2000
44	Complete Care Chiropractic PC 1280 Centaur Village Drive, Unit 8 Lafayette, CO 80026	13% \$216,302 \$191,845	Chiropractic adjustments performed to remove interference to allow you to live a life connected.	2	303-926-1575 www.26vertebrae.com	Bevin Duke C.T. 2007
45	General Services Corp. 8330 Larkspur Road Boulder, CO 80302-9322	11% \$1,026,603 \$927,273	Snow removal, carpet cleaning, house cleaning, chimney cleaning, trash removal, window cleaning and lawn maintenance.	10	303-442-7747 www.gsccorporation.com	William D. Roeder president 1985
46	Boulder Phone Inc. 2805 Wilderness Place, Suite 1200 Boulder, CO 80301	10% \$275,000 \$250,000	Ericsson-LG VoIP and digital business phone systems for 5-500 employees; voice, data, and video cabling infrastructure.	3	303-442-5500 www.boulderphone.com	David McIntosh president 1986
47	Insight Designs Web Solutions LLC 2006 Broadway, Suite 300 Boulder, CO 80302	8% \$1,688,718 \$1,561,852	Full-service interactive agency offering custom digital and print design, custom web and mobile application development and business strategy.	15	303-449-8567 www.insightdesigns.com	Beth Krodel co-owner 1999
48	Bolder Vision Optik Inc. 4730 Walnut St., Suite 102 Boulder, CO 80301	7% \$1,342,000 \$1,250,000	Polarization control devices, UV-NIR wavelengths covering all applications utilizing polarizer, waveplates (retarders) and liquid crystal devices.	4	303-440-3327 www.boldervision.com	Roberto Gonzalez CEO/president 1994
49	Flatirons Technology Group 1007 Pearl St., Suite 270 Boulder, CO 80302	7% \$160,000 \$150,000	IT consulting, networks, data management, video surveillance, access control.	2	303-378-4847 www.coftg.com	Marc Ginsberg president 2002
50	New Media One Web Services 720 Austin Ave., Suite 202 Erie, CO 80516	6% \$275,000 \$260,000	Business class website and email hosting, web development and mobile application development. Experts in e-commerce websites, real estate websites and mobile applications on iPhone, iPad and Android.	6	303-828-9882 www.newmediaone.net	Peter Janett CEO/president 1997





## IMAGINE THE POSSIBILITIES™

When Your Advisors Walk a Mile in Your Shoes

---

ACM is a proud sponsor of the Mercury 100  
celebrating the entrepreneurial spirit  
of companies in the Boulder Valley

---



303.440.0399  
[www.acmlp.com](http://www.acmlp.com)  
Boulder · Denver · Northern Colorado

