

The fifth annual Book of Experts is an advertising supplement of the Boulder County Business Report

**Expert advice, expert service.
Local experts you and
your business can trust.**

A man with short brown hair and a light beard, wearing a dark suit jacket over a white shirt, is looking towards the camera. He is holding a white rectangular sign in his right hand, which has the word "EXPERT" printed on it in large, bold, black capital letters. The background is a plain, light-colored wall.

EXPERT

BOULDER COUNTY
**BUSINESS
REPORT**

2008 Boulder Valley
**BOOK OF
EXPERTS**

Dec. 12 - 25, 2008

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MEET THE 2008 EXPERTS



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The sky is falling – or is it

As we close our books for 2008, the world is experiencing an unprecedented, financial upheaval. Bank failures. A housing market correction that rivals the early 80's. Unemployment numbers consistently rising. The potential failure of Ford Motor Company, the icon of American know-how. The continued mis-management of the largest insurance company in the US. Can you say Enron?

Whether you are watching the local or national news, we are all feeling like Chicken Little – the sky is falling. Or is it? All the doom and gloom news reports are contrasted with the financial “experts” telling America to stay the course or to invest more, just not in the market. Hmm... The last time I checked, the savings plan under my mattress is NOT paying a competitive rate of return.

So, what should you do?

1. Leave your feelings at the door. I know, I know. It's your retirement money or your kids' college money and that is extremely important. However, a cool head always wins. You must subtract the emotions that are attached to those savings and make sound business/investment decisions. In the long run, your wallet will thank you for it.

2. Invest more – NOW! If you have the financial capability and a long-term, investment time horizon, right now is a wonderful opportunity to buy quality stocks on sale. There are great companies out there with solid financial statements that happen to be down on their stock price just because everyone else is. We are currently in a bear market and Warren Buffet says, “A bear market is a terrible thing to waste.”

3. Learn. This financial scariness that we are experiencing is a perfect motivator for you to take control of your financial destiny. There are many user-friendly websites and news channels that provide a wealth of information. The one caveat... Please, please, please remember that the author of your new financial book, the newscaster reporting on how much the Dow is down today, or the magazine you just purchased at the book store is in business to do what? Sell their publication or their advertisers – not to help you. Take it with a



Connor C. Morganti



grain of salt people!

4. Think outside the box. Diversification is defined as a portfolio strategy designed to reduce exposure to risk by combining a variety of investments. Did you know that there are products and strategies that still allow you to achieve a competitive rate of return, without the downside risk of a traditional investment portfolio? Are you truly diversified, even if all your “diversified” holdings are invested in the same place, i.e. the stock market?

There are tons of financial professionals out there that would love to invest your money for you. Some of them might even do a good job. Or you can choose Connor Morganti at Johnson Morganti, where you are worth more than your net worth. For more than 12 years, we have been successfully helping our clients achieve their financial dreams. We value all of our relationships, whether they be business to business or as our individual clients. Please call me today for a comprehensive financial evaluation. I welcome the opportunity to assist you!

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Now is the time for a mortgage expert

The announcement of the credit crisis on August 18, 2007 marked the beginning of a change in the mortgage arena unlike any other in the history of the industry. As our country, and the rest of the world attempt to define this period in our economic timeline, the term 'survival of the fittest' takes on new meaning-especially in the mortgage business. With the sub-prime meltdown, the conservatorship of Fannie Mae and Freddie Mac, and large bank mergers and closures, mortgage lenders need to be at the top of their game when offering home financing options.

Now, more than ever, is the time to work with a knowledge-



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able and experienced mortgage professional. The short and long term benefits of aligning yourself with an expert in this field have never been more crucial. In 2007, there were over 10,000 practicing mortgage brokers in the state of Colorado. With the inception of the licensing requirements in January of 2008, that number dropped to 4500. As of November of 2008, only 1200 mortgage brokers have completed the state-required 40 hours of mortgage education and only 900 have passed the required state exam.

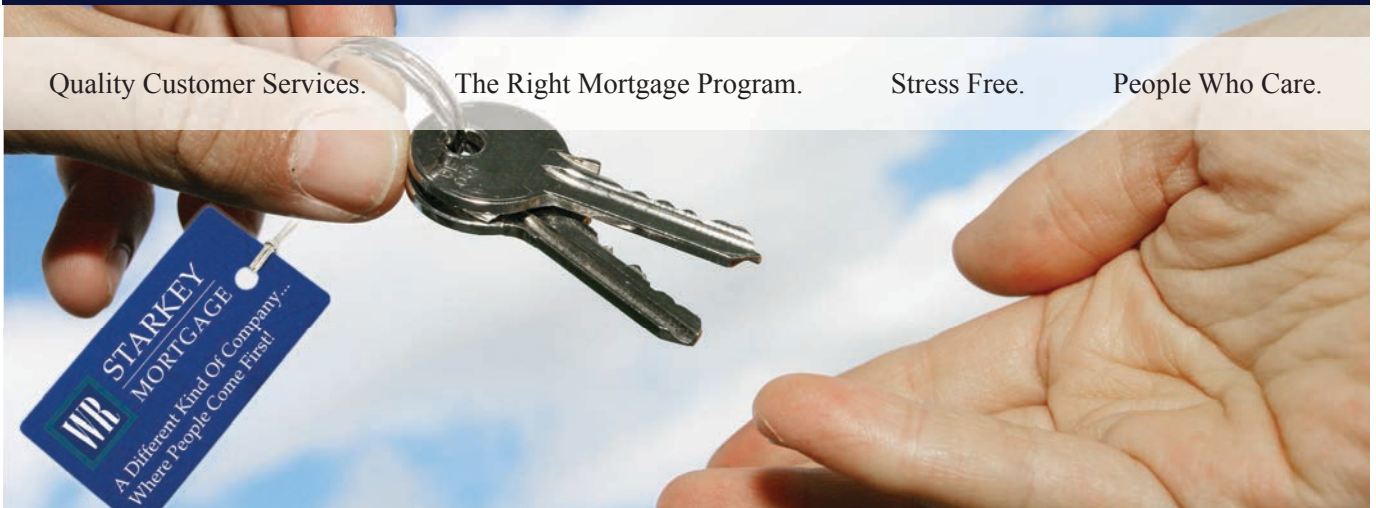
Amanda and John Sessa and Carrie Nash, Trusted Mortgage Advisors with WR Starkey Mortgage Company (WRS) in Boulder have achieved incredible success over the last 15 years. Carrie Nash states "We have a passion for customer satisfaction and a strong desire to provide excellent individualized mortgage options." Amanda Sessa points out that they have been ranked by Mortgage Originator Magazine as the top originator in the state of Colorado for the last 7 years for number of loans closed. "I believe that says something about our desire to close loans on time to happy customers and with honesty and integrity." In 2006, WRS achieved the title of #1 Company to Work for in Colorado. Experience and knowledge coupled with in-house processing, underwriting, and closing, make WR Starkey Mortgage, the place to achieve mortgage satisfaction and promise in a time when we need it most.

Quality Customer Services.

The Right Mortgage Program.

Stress Free.

People Who Care.



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we have what you need to succeed

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WYOMING
BUSINESS
REPORT

Shared luxury offices, virtual office services a smart move for small businesses

Running a small company has always had its challenges, but in today's tumultuous economy it's never been more vital for small business owners to be smart business operators.



Josh Paterson

Executive Studios
1715 Iron Horse Drive
Longmont, CO
720-864-2864
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info@execstudios.com

The Fall 2008 launch of Executive Studios Office Suites & Virtual Services in east Boulder County introduced a new solution for small business owners seeking to cut overhead without compromising quality.

Executive Studios is located 4 miles west of Interstate 25 at Highway 119 and 3rd Avenue in the Longmont area known as Mill Village. The locally owned company, which has plans to expand into the Denver market, offers furnished luxury office suites packaged with shared facilities and services that are inherent to running most businesses.

Shared facilities include presentation-ready conference rooms, copy and mail centers, guest lobby and restrooms. Shared services include an executive receptionist, IT solutions, photocopying, mail handling, meeting coordination, event planning, marketing, graphic design, accounting & bookkeeping.

Members of Executive Studios can lease physical office space or join as a virtual member to access the facilities and services as needed.

Executive Studios opened Oct. 1, 2008, after a 9-month tenant finish of what used to be Horizon Bank's corporate headquarters. The 5,600-square-foot space features glass walls, high ceilings, dramatic mountain views and modern furniture, art and décor throughout. Suite sizes range from 90 square feet to 420 square feet and are priced according to size and view orientation. No long-term lease is required, which adds to the appeal of Executive Studios.

"We know firsthand how hard it is to predict the long-term needs of a growing and changing business," said Executive Studios cofounder and entrepreneur Josh Paterson. "Our facility allows a small business to take on as much space as it needs right now with the option to downsize to less space or grow into a larger space as the business evolves. Our service model's flexibility coupled with the luxury features of our facility is very rare in Longmont and surrounding markets."

Learn more about Executive Studios at www.execstudios.com or 720-864-2864.



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● Increase Your Efficiency.

● Cut Your Overhead.

LET US HELP.

executive studios
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- Flexible membership levels for all business needs & budgets

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1715 Iron Horse Drive - Longmont
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Look for communication, compassion, experience in cosmetic surgeon

Cosmetic surgery has many benefits including a means of achieving your self-improvement goals. It is important to do your homework early and research certified plastic surgeons available in your area to complete your desired procedure. He or she should answer any questions or concerns you may have regarding the procedure.

With cosmetic surgery, as with any other medical procedure, the most important word is "trust." You should feel comfortable talking with your surgeon and asking about their professional history and level of expertise.



Dr. Peter Schmid

At the Institute of Aesthetic Plastic & Reconstructive Surgery, Dr. Peter Schmid practices a "Comprehensive Patient Care" philosophy. It's a blend of three essential elements for your well-being as a patient: Communication, Compassion and Experience.

Communication allows the surgeon and patient to develop the rapport necessary for exceptional results. Dr. Schmid listens first, then recommends the safest, most effective path toward achieving your goals. Decisions for facial aesthetic surgery or other non-invasive treatments like Intense Pulsed Light, Portrait® Skin Regeneration, Botox® Cosmetic or other injectibles are made based on your overall health, lifestyle and your personal goals.

Compassion means just that — a sympathetic understanding of what you hope to achieve and the desire to help you to achieve it. Self esteem can be deeply affected by a certain feature that the patient dislikes. Dr. Schmid and his staff understand that undergoing surgi-

cal or other cosmetic procedures can be difficult, and patients can often harbor feelings of uncertainty. Dr. Schmid and his staff helps guide and support every patient through each procedure.

The state-of-the-art Institute of Aesthetic Plastic & Reconstructive Surgery is one of the first private office surgical facilities to be accredited by the Accreditation Association for Ambulatory Health Care (AAAHC). "It is a testament to our commitment to the safety and well-being of our patients," said Dr. Schmid. "Our goal is to provide a positive experience from the moment of your first interaction, throughout the surgery or procedure, and beyond." As for Experience, Dr. Schmid is a Board certified and Fellowship trained facial plastic and reconstructive surgeon. The proper training combined with years of experience is essential to creating natural looking results appropriate for the patient's unique features and gender.

It's important to remember that, with reconstructive surgery, aesthetics is only part of the picture. While you want to have a beautiful nose, you also want a nose that's functioning correctly, where you can breathe freely with no obstructions. There are also situations when a plastic surgeon is needed because of violent trauma to the head, neck and other areas of the body. A good reconstructive surgeon has to understand bone structure and soft tissue anatomy throughout the body in order to reconstruct these areas to be aesthetically pleasing and fully functioning.

Dr. Schmid graduated with Phi Sigma honors from the University of

Health Sciences in Kansas City, Mo., then completed a residency in otolaryngology, facial plastic and reconstructive surgery at Doctors Hospital in Columbus, Ohio. He furthered his training with a two-year fellowship in cosmetic, facial plastic and head/neck surgery at the Midwest Institute of Cosmetic Surgery and Methodist Hospital in Indianapolis, Indiana.

Over the years, Dr. Schmid has worked alongside some of the world's pioneers of plastic surgery, including Dr. Ivo Pitanguy in Rio de Janeiro and Dr. Pierre Fournier in Paris. Board certified by the American Osteopathic College of Otolaryngology, Head/Neck and Reconstructive Surgery, Dr. Schmid served as the National Board Examiner for the Facial Plastic Surgery section of the American Osteopathic Board of Otolaryngology, Ophthalmology, and Head/Neck Surgery. He is also a member of the International Society of Cosmetic Laser Surgeons, American Society of Liposuction, International Society of Hair Restoration, American Osteopathic Association and the American Medical Association.

For more than a decade, Dr. Schmid has helped thousands of men and women look and feel their best through aesthetic improvement achieved by cosmetic surgery.

For more information about Dr. Schmid or any procedure offered at the Institute of Aesthetic Plastic & Reconstructive Surgery, please call (303) 651-6846 or visit the Web site at www.TheAestheticSurgeon.com.

Institute of Aesthetic Plastic & Reconstructive Surgery
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Something to Smile About



Lisa Kalfas, DDS

It is a smile, and it's the universal communicator of joy and connection.

But if your smile is broken, discolored or damaged, it can be a barrier between you and life. If you can't smile, you are missing one of life's greatest and most universal communication tools. It has even been proven that not smiling can have adverse effects on your health!

Helping patients regain the spontaneity, health and confidence of a radiant smile is the driving force at the heart of cosmetic dentistry. Dentists like Dr. Lisa Kalfas find their work supremely satisfying and patients find

it life changing.

No matter what problems you have been struggling with – from a dark and discolored smile, to broken, missing and severely decayed teeth – there are cosmetic solutions to help solve them. Dr. Kalfas offers a comprehensive menu of the most innovative techniques and procedures such as Zoom! one-hour teeth whitening; strong and durable porcelain veneers to whiten, perfect and straighten teeth; tooth colored inlays and onlays; dental implants to permanently replace missing teeth; metal free dentistry and cosmetic crowns and bridges.

A visit with Dr. Kalfas is a unique experience – pampering, health-centered, with all the latest advancements. Every piece of equipment is state-of-the-art and every procedure is completed with a unique blend of science and artistry.

Dr. Lisa Kalfas is a Clinical Instructor at the Las Vegas Institute for Advanced Dental Studies, a premier educational

facility for the art of aesthetic dentistry. That's expertise that can really make a difference.

Her patients certainly think so:

"I love my smile now and can't imagine ever going back. I don't know why I waited so long—this was money well spent. I've recommended Dr. Kalfas and her team to several people already. They're awesome!" – Linda

"Take it from me, if you're not going to have the job done right, don't have it done at all. Go to Dr. Kalfas in the first place. I wish I had." – Joan

Your precious smile deserves to shine – and you deserve gentle, comfortable care. Call us today at 303-447-9161 – or visit www.lisakalfasdds.com – and see what we can do for you.

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~ Elena

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Publishes 6 times a year



The Green Page
A monthly editorial page reporting on businesses tackling different environmental issues and reporting on emerging eco-friendly products and services. The Green Page, which is sponsored each month by Roche Colorado and PACE, has been a Business Report feature before the word "green" really took off!

Publishes 6 times a year



Green Building Guide
An annual special report on eco-friendly building practices. This guide will report on trends and innovations in sustainable construction and design.

Publishes March 2009



The Green Book
Featuring editorial on Boulder Valley's dedication to leading the way in sustainable living and business practices, featuring stories on such topics as science and policy, transportation, energy, green financing and building.

Publishes June 2009



Blueprints Directory
An annual directory reporting current news and trends in the local building and design industry. With a focus on residential home building and remodeling services, Blueprints is the homeowner's local guide to local construction, design and remodeling companies.

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