



Mercury 100

BOULDER COUNTY
**BUSINESS
REPORT**

May 9 - 22, 2008

SECTION B

Fast Companies

The Boulder County Business Report presents its annual list of the 100 Fastest-Growing Private Companies in the Boulder Valley, the top 50 with annual revenue of more than \$2 million, and the top 50 with annual revenue of less than \$2 million based on percent increase from 2005 to 2007.

Pangea Organics



PETER WAYNE

Joshua Onysko, founder of Boulder-based Pangea Organics, a manufacturer of organic body and skin-care products, led his company to revenue growth of 614 percent from 2005 to 2007 to take the top spot on the list of Boulder Valley private companies reporting more than \$2 million in annual revenue.

► See story, 2B

Natural Resource Services Inc.



JONATHAN CASTNER

Ruth Johnson and Steve Johnson, owners of Boulder-based environmental consulting firm Natural Resource Services Inc., experienced a 1,675 percent increase in revenue from 2005 to 2007 to lead the list of Boulder Valley private companies reporting less than \$2 million in annual revenue.

► See story, 14B

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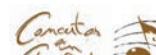
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Pangea continues to flourish in natural products market

Boulder firm plans two new health, body products for fall

BY CHRISTINE WEEBER
Business Report Correspondent

BOULDER – Like the vegetables in the company's organic garden, Boulder-based Pangea Organics has had abundant growth.

According to Joshua Onysko, chief executive and founder of Pangea Organics, five things have contributed to his company's success: staying ahead of the fringe, his personal drive, the dedication from his employees, reading anything he can get his hands on and leading from both the heart and mind.

Whatever the keys to Pangea's success, the company's growth of 614 percent, from \$378,000 in 2005 to \$2.7 million in 2007, has definitely attracted attention. Pangea is the top ranked fastest-growing private company with revenues more than \$2 million on the Boulder County Business Report's Mercury 100 list. Pangea ranked No. 4 fastest-growing



PETER WAYNE

Joshua Onysko, chief executive and founder of Boulder-based Pangea Organics, has led his young organic skin-care products company through a period of rapid growth. Right now, 1,600 retailers in the U.S. and 400 international retailers carry Pangea's products.

private company in the less than \$2 million revenue category last year.

From features in magazines to invitations to speak about holistic skin care at celebrity yoga retreats, Onysko is being sought out for his knowledge of skin- and body-care products and his successful green business practices.

Pangea has received more than 24 awards since 2006 for its products, packaging and environmentally responsible practices. Most recently, Pangea won the Gala Spa Award in Germany for being the master of "green" premium cosmetics, and Maria Belger, TodayShow.com's GreenDAY contributor, gave Pangea the

Best All-Natural Bar Soap award.

In 2007, the company won Redbook's MVP Beauty Award for five facial creams, a facial scrub and a facial cleanser.

"We have experienced tremendous and rapid growth in the U.S. market in the past year," Onysko said.

► See **Pangea, 10B**

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COURTESY/SPARKFUN

Nathan Seidle, chief executive of SparkFun Electronics in Boulder, stands in front of staff members, many of them in their 20s. From 2005 to 2007 the online microelectronics retailer has grown its revenues by 372 percent. The company offers 900 different electronic parts that can be used to create electronic devices.

Young work force helps SparkFun's rapid growth

Electronics company sells its products online

BY DAVID CLUCAS
Staff Writer

BOULDER – A wide range of customers – from high-tech engineering students to 21st century visual artists – have kept revenue growing at an electric pace at Boulder-based SparkFun Electronics Inc.

In the past two years the online microelectronics retailer has grown its revenues by 372 percent, from \$846,881 in 2005 to \$3,997,700 in 2007. That performance makes SparkFun the No. 2 fastest-growing company with revenues more than \$2 million on the Boulder County Business Report's Mercury 100 list. It was No. 5 on the same list last year. In 2006, SparkFun as No. 6 on the Business Report's Mercury 100 list for companies with revenues less than \$2 million.



All this comes from a company whose founder and chief executive, Nathan Seidle, is 27. The average age of the 39 employees

is 25. Seidle started the company five years ago with \$2,000 in credit card debt in a University of Colorado dorm room.

SparkFun sells printed circuit boards, microcontrollers and other small electronic parts and products, which make up the tiny computer chips found in almost any electronic device. The company's Web site, www.sparkfun.com, provides the products with no minimum orders, much to the delight of many students, hobbyists and engineers who engage in electronic work.

Seidle said there is new growth coming from those outside the electronic world. Fine-art students, for example, are buying the company's products to make a new wave of technological art.

"You don't need an engineering degree anymore to play with electronics, Seidle said. "Anyone can play with this stuff."

From the beginning Seidle's theory has been to increase the SparkFun's customer base, rather than focus on a single product's profit margin. To do so, he has unconventionally given a lot of SparkFun's electrical knowledge away for free on the Web site, and continually responds to customer feedback.

"If one person alerts us to a new product and wants to buy it we'll bring in five, and then keep going from there based on

► See **SparkFun, 13B**

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texturemedia helps companies grow online presence, visibility

Company has variety of big, small clients marketing on Web

BY JENNIFER QUINN
Business Report Correspondent

BOULDER – Companies no longer need to be persuaded of the importance of digital communication, instead they require a business resource that provides a gamut of compelling e-marketing strategies to reach their intended audience.

texturemedia Inc., headquartered in Boulder, provides its clientele with customized fresh marketing concepts for the digital world.

The company has seen significant growth, growing its revenues by 247 percent – from \$1.9 million in 2005 to \$6.6 million in 2007, placing it No. 3 on the Boulder County Business Report's Mercury 100 list of fastest-growing private companies with revenues more than \$2 million. Last year, the company was No. 7 on the Mercury 100 list for companies with revenues less than \$2 million.

texturemedia is a full-service inter-

active agency with three primary areas of services: digital consulting, digital marketing, and Web design and development. It incorporates interactive media to engage people with online communities, product giveaways, 3-D animation, discount offers and banner ads.

Andrew Davison, the company's chief executive officer, said texturemedia helps companies build their brand online.

"We look at all of the digital marketing and Web technology needs of our clients," Davison said. "How does digital fit into the marketing strategy and what role does it play? We want to drive engagement with the audience using creative concepts and marketing tactics to support search engine optimization, online advertising and e-mail."

He said texturemedia's customers are looking to establish brand awareness, acquire customers and then keep them loyal.

"We support our clients by completing the customer conversion process," he said. "We figure out how to get a client to become aware of the product and its value, then give people the opportunity to buy or engage with the product. We want people to become consumers and retain their loyalty so they continue to buy the brand."

texturemedia has worked with many different companies including Midas Inter-

► See **texturemedia**, page 12B



STEVE PETERSON

Andrew Davison, left, chief executive of Boulder-based texturemedia Inc., and Ivan Perez-Armendariz, president, have worked to grow their company's revenues by 247 percent from \$1.9 million in 2005 to \$6.6 million in 2007. texturemedia is a full-service interactive agency providing digital consulting, digital marketing and Web design and development.



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EKS&H would like to congratulate the nominees and winners of the 10th Annual Mercury 100 Fastest Growing Private Companies Awards Event.

Congratulations on your achievement and the contribution you have made to the business community.

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Thanasi attributes growth to new flavor options

BY CAROL MASKUS
Staff Writer

BOULDER – Justin Havlick, founder of Thanasi Foods LLC, knows that working with a tried-and-true brand name is easier than developing your own brand from scratch.

His food-products company began in 2004 by licensing the Jim Beam whiskey brand and putting it on meat snacks and sunflower seeds.

That got the company off to a good start, but he attributes success in 2007 to the company's second endeavor — licensing Frank's RedHot sauce for meat snacks.

"We saw a tremendous amount of pickup in 2007 due to the March introduction of the Frank's RedHot beef jerky, followed by a tremendous amount of activity during the December introduction of the sausage sticks."

That activity translates to increased revenues. A year after placing second on the Boulder County Business Report's 2007 Mercury 100 list of fastest-growing companies reporting more than \$2 million in annual revenue, the Boulder-based company is at it again. Thanasi Foods reported revenues of \$2.7 million in 2005 and \$9



PETER WAYNE

Justin Havlick, front, chief executive of Thanasi Foods LLC; Erick Havlick, middle, and Josh Pearson surround themselves with their company's product line of snack foods. The Boulder-based company made \$2.7 million in 2005 and \$9 million in 2007, a 233 percent increase. Thanasi recently licensed Frank's RedHot sauce for its meat snacks.

million in 2007, a 233 percent increase that puts it at No. 5 on this year's list.

Havlick likes the brand because it is one of the original ingredients in buffalo wings, and it's a flavor that hadn't been added to meat snacks.

"When we started putting Frank's on beef jerky, we realized, 'Wow, what a taste profile and delivery.' It's one of those opportunities where the brand is

growing very quickly, and there's a tremendous amount of loyalty to it."

Havlick said the group of products targets an entirely new segment — "people that like hot and spicy foods, versus the conventional bourbon lover." The Frank's line also reaches a younger demographic. Customers typically start at age 16 and go up to the late 40s.

Havlick, who has a 10-year back-

ground in advertising and brand consulting with packaged goods, researched the snack industry extensively before founding Thanasi. He said he has seen significant growth in consumer interest in the meat snacks and nuts/seeds categories in the past decade, and that his company is benefiting from the growth by bringing something new to the table.

► See **Thanasi**, page 13B



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MICHAEL MYERS

Tim Miller, left, chief executive officer of Boulder-based Rally Software, and Ryan Martens, chief technology officer, have helped to grow their company by 227 percent during the past two years. Rally competes with Microsoft Corp., IBM Corp. and Hewlett-Packard, but Rally is different in that its software is offered as a service available on demand.

Rally adds customers, revenues as it continues to grow, expand

Software company expects to 'double its growth'

BY LAURA BISHOP
Business Report Correspondent

BOULDER – For a number of companies, managing the software development process has become easier with software from Rally Software Development Corp.

As more businesses discover the product, the Boulder-based company is rapidly adding customers, employees and revenue.

Rally continues to boost its revenues each year. In the past two years it has grown revenues by 227 percent – from \$1,735,000 in 2005 to \$5,665,000 in 2007. This growth places Rally as No. 5 on the Boulder County Business Report's Mercury 100 list of fastest-growing private company in Boulder and Broomfield counties with revenues more than \$2 million. Last year, Rally was the top-ranked company on last year's list.



The company expects to more than double its growth in 2008.

Ryan Martens, who founded Rally in 2002, is the chief technology offi-

cer. The company offers software development tools. The software helps developers manage their software development projects through a method known as Agile. Developers can track tests, requirements and defects in real time.

Tim Miller, Rally's chief executive officer, said all aspects of software development are managed using Agile development methodologies.

"We change the software-development life cycle," he said. "That's how people define code and test their software. In a company almost everyone in IT and engineering use the software."

Miller and Ryan have worked together in three different businesses. They founded Avitek in the mid-'90s and sold it to BEA Systems Inc. The two stayed on at BEA before launching Rally.

Rally competes with Microsoft Corp., IBM Corp. and Hewlett-Packard, but Rally is different in that its software is offered as a service available on demand. Miller said companies rent the software from Rally. The software is used online rather than downloaded to a computer. There are two software versions. The annual subscription for Rally Enterprise starts at \$35 per user per month. Rally Community, which

► See **Rally**, 11B

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TOP 100 FASTEST-GROWING PRIVATE COMPANIES

(Companies in Boulder & Broomfield counties with revenues more than \$2 million ranked by revenue change from 2005 to 2007.)

RANK	PREV. RANK	Company Address Phone/Fax	Percent growth Revenues 2007 2005 Fiscal year end	Products/Services	No. of local employees No. of local locations	Web site	Person in charge Year founded
1	NR	PANGEA ORGANICS 6880 Winchester Circle Boulder, CO 80301 303-413-8493/760-437-4479	614% \$2,700,000 \$378,000 Dec. 31	Offers a full line of organic body and skin-care products made with a natural preservative system and without petroleum-based ingredients or parabens.	26 1	www.pangeaorganics.com	Joshua Onysko, CEO and Founder 2001
2	5	SPARKFUN ELECTRONICS INC. 6175 Longbow Drive, Suite 200 Boulder, CO 80301 303-284-0979/303-443-0048	372% \$3,997,700 \$846,881 Dec. 31	Microcontroller and embedded system development tools including cellular, GPS, Bluetooth, MEMs Sensor Arrays and microcontroller development boards.	37 1	www.sparkfun.com	Nathan Seidle, President 2003
3	7	TEXTUREMEDIA 1600 Pearl St., Suite 200 Boulder, CO 80302 303-449-0515/303-449-2346	247% \$6,600,000 \$1,900,000 Dec. 31	Digital strategy, emarketing, Web site design and development, Flash, multimedia, DVD/CD, Web software, custom applications, analytics.	60 1	www.texturemedia.com	Andrew Davison, President 2001
4	2	THANASI FOODS LLC 5303 Spine Road, Suite 102 Boulder, CO 80301 720-570-1065/720-570-1064	233% \$9,000,000 \$2,700,000 Dec. 31	Household brand foods supplier. Develops and nationally markets branded food lines including the Frank's Redhot and Jim Beam snack products.	15 1	www.Thanasifoods.com	Justin Havlick, CEO and President 2004
5	1	RALLY SOFTWARE DEVELOPMENT CORP. 3333 Walnut St. Boulder, CO 80301 303-565-2800/303-226-1179	227% \$5,665,000 \$1,735,000 Dec. 31	Project management tools for Agile software development.	85 1	www.rallydev.com	Tim Miller, CEO 2002
6	13	ECO-PRODUCTS INC. 3640 Walnut St. Boulder, CO 80301 303-449-1876/303-449-1877	214% \$11,600,000 \$3,700,000 Dec. 31	Wholesaler of environmentally friendly grocery, business and building materials.	55 2	www.ecoproducts.com	Steve Savage, President 1991
7	NR	OAT INGREDIENTS LLC 4368 Park Court Boulder, CO 80301 303-818-1177/413-385-9391	160% \$2,600,000 \$1,000,000 Dec. 31	OatWell oat bran, oat flour and oat oil ingredients for food and personal care.	1 1	www.oatingredients.com	Scott Dumler, CEO and President 2003
8	NR	PRODUCT ARCHITECTS INC. 2400 Central Ave., Suite K Boulder, CO 80301 303-440-0358/303-440-6090	148% \$2,800,000 \$1,128,000 Dec. 31	Designs, manufactures and distributes Polar Bottle, an insulated plastic sport water bottle.	17 1	www.polarbottle.com	Robert Heiberger and Judy Amabile, Owners 1994
9	20	MINDWORKS INC. 12202 Airport Way, Suite 157 Broomfield, CO 80021 303-554-6400/303-568-6002	130% \$14,037,523 \$6,114,524 Dec. 31	SAP consulting firm.	13 1	www.mindworks.com	Matthew Rausenberger, COO and Sherry Condry-Evans 1996
10	26	BUFFALO SUPPLY INC. 1650 Coal Creek Drive, Suite A Lafayette, CO 80026-2783 303-666-6333/303-666-8518	127% \$104,520,000 \$45,947,673 Dec. 31	Distributor of high-tech medical equipment and supplies.	30 1	www.buffalosupply.com	Harold Jackson, CEO; Betty Jackson, Owner and Stonewall Jackson, Owner 1983
11	9	PROMARK EMBLEMS LLC 4725 Nautilus Court S. Boulder, CO 80301 303-926-1328/303-926-1450	114% \$3,998,637 \$1,869,365 Dec. 31	Officially licensed products for enthusiastic fans; manufactures metallic car emblems with school, sport, or religious theme.	9 1	www.teampromark.com	Margo Taylor, Partner and Richard Taylor, General Manager, Partner 1999
12	4	PORCHFRONT HOMES 1847 Yarmouth Ave. Boulder, CO 80304 303-442-8453/303-444-4198	111% \$12,052,982 \$5,704,900 Dec. 31	Semi-custom and custom home builder. Developments range from one to 75 units	6 1	www.porchfronthomes.com	Tim Coonce and Mary Coonce, Owners 1994
13	NR	LIONSGATE EVENT CENTERS 1055 S. 112th St., (Highway 287) Lafayette, CO 80026-9044 303-665-6525/303-665-3227	105% \$2,256,000 \$1,100,000 Dec. 31	Event and conference centers, event planning, invitation sales, consulting and overnight accommodations.	20 2	www.lionsgatecenter.com	Marie Jenkinson, Majority Owner 1990
14	NR	OSKAR BLUES GRILL & BREW 303 Main St. Lyons, CO 80540 303-823-6685/303-823-3033	103% \$5,088,866 \$2,506,771 Dec. 31	Restaurant and brewpub.	95 1	www.oskarblues.com	Anita Gray 1997
15	NR	LEFT HAND BREWING CO. 1265 Boston Ave. Longmont, CO 80501 303-772-0258/303-772-9572	102% \$3,795,000 \$1,880,133 Dec. 31	Craft beer brewer.	31 1	www.lefthandbrewing.com	Eric Wallace 1993
16	11	FLATIRONS SOLUTIONS CORP. 4747 Table Mesa Drive, Suite 202 Boulder, CO 80305 303-544-0514/303-544-0522	97% \$28,700,000 \$14,600,000 Dec. 31	Systems integration and consulting services for content management, business process automation and XML-based publishing solutions.	65 1	www.FlatironsSolutions.com	Mary Pritchard, President; John Pritchard, CEO; Greg Beserra, President and Eric Severson, CTO 2001
17	NR	GOLDEN TRIANGLE CONSTRUCTION INC. 700 Weaver Park Road Longmont, CO 80501 303-772-4051/303-776-6525	93% \$120,672,000 \$62,385,000 Dec. 31	Commercial construction, general contractor, including office, medical facilities, retail, educational, parks, and warehouse construction.	105 2	www.gtcl.net	Jeff Nading, President 1977
18	NR	CITRON WORKSPACES 2051 Dogwood St., Suite 120 Louisville, CO 80027 303-665-7676/303-665-7697	91% \$6,100,000 \$3,200,000 Dec. 31	Designs workspaces, provides new and used office furniture and offers a full range of design, space planning and project management services.	17 1	www.citronworkspaces.com	Kathey Pear, Founder and President 2004
19	29	STRUCTURAL COMPONENTS LLC ① 1617A Pearl St. Boulder, CO 80302 720-304-8839/720-489-3764	79% \$3,900,000 \$2,181,023 Dec. 31	Structural engineering, design, upgrade and inspection of cellular towers.	17 1	www.bciwireless.net	Karen Cook and Brad Cook, Owners 2004
20	18	OZ ARCHITECTURE 1805 29th St., Suite 2054 Boulder, CO 80301 303-449-8900/303-449-3886	70% \$54,366,000 \$31,955,000 Dec. 31	Architecture, interior design, planning and urban design.	103 1	www.ozarch.com	Eduardo Illanes, President and Kelly Davis, Managing Principal 1964
20 TIE	NR	AVERY BREWING CO. 5763 Arapahoe Ave. Boulder, CO 80303-1350 303-440-4324/303-786-8790	70% \$3,401,000 \$2,004,000 Dec. 31	Family-owned and operated microbrewery.	15 1	www.averybrewing.com	Larry Avery and Adam Avery 1993
22	25	CHECKERS INDUSTRIAL PRODUCTS INC. 587 S. Taylor Ave. Louisville, CO 80027 720-890-1187/720-890-1191	66% \$14,666,287 \$8,840,514 Dec. 31	Manufactures industrial safety products, including wheel chocks, cable protectors and safety flags.	36 1	www.checkersindustrial.com	Steve Henry, Owner and President 1989
22 TIE	34	COALFIRE SYSTEMS INC. 361 Centennial Parkway, Suite 150 Louisville, CO 80027 303-554-6333/303-554-7555	66% \$5,800,000 \$3,500,000 July 30	Information security assessment and regulatory compliance for HIPAA, GLBA, FISMA and Sarbanes Oxley; certified assessor for the payment card industry; forensic analysis and e-discovery to support criminal investigations or business litigation; PCI payment card industry qualified security assessor; approved scanning vendor.	20 1	www.coalfiresystems.com	Rick Dakin, President 2001
24	NR	RIMSTAR INC. 640 Compton St. Broomfield, CO 80020 303-926-1273/303-926-1276	64% \$6,420,844 \$3,919,433 Dec. 31	Reaction injection molding and cast urethane molding products.	32 1	www.rimstarinc.com	Steve Henry, Owner and President 1989
25	8	AMADEUS CONSULTING 1995 N. 57th Court, Suite 200 Boulder, CO 80301 720-564-1231/720-367-5467	63% \$2,850,000 \$1,750,000 Dec. 31	Custom software development, technology consulting, Internet marketing programs.	45 1	www.AmadeusConsulting.com	Lisa Calkins, CEO and President 1994

① Formerly BCI Wireless LLC

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards, Carol Maskus

► See **List, 9B**

TOP 100 FASTEST-GROWING PRIVATE COMPANIES

(Companies in Boulder & Broomfield counties with revenues more than \$2 million ranked by revenue change from 2005 to 2007.)

RANK	PREV. RANK	Company Address/Phone/Fax	Percent growth Revenues 2007 2005 Fiscal year end	Products/Services	No. of local employees No. of local locations	Web site	Person in charge Year founded
26	47	SHOLDERS COMPANY INC. 801 Main St., Suite 305 Louisville, CO 80027 720-890-2779/720-890-4669	58% \$3,000,000 \$1,900,000 Dec. 31	Design build general contractor, commercial and residential.	8 1	www.sholderscompany.com	Chad Sholders, President 2002
27	33	BOLDER STAFFING INC. 3303 30th St. Boulder, CO 80301 303-444-1445/303-444-1645	56% \$7,816,341 \$5,000,000 Dec. 31	Staffing for administrative, light industrial and professional and technical fields for temp, temp-to-hire, direct hire and payroll service.	15 2	www.bolderstaffing.com	Jackie Osborn, Co-owner; Nancy Chapple, Co-owner; Honey Beuf, Co-owner and Corinne Arlotta, Director of Operations 1992
27 TIE	35	DYNAMIC DESIGN AND MANUFACTURING INC. 6321 Monarch Park Place Niwot, CO 80503-7167 303-652-0431/303-652-0413	56% \$8,843,251 \$5,660,931 Dec. 31	Custom precision metal fabricator with laser processing, CNC punching, forming and machining, rolling, stamping, EDM and welding capabilities.	46 1	www.dycoinc.com	Mike Beam, COO 1983
29	31	CRATING TECHNOLOGIES 1 Bowen St. Longmont, CO 80501 303-651-6234/303-651-6439	55% \$2,939,156 \$1,900,000 Dec. 31	Designs and manufactures custom shipping containers for the high-tech electronics industry.	28 1	www.cratek.com	Tom Simmons, President 1985
30	NR	ROCKY MOUNTAIN INSTRUMENT CO. (RMI LASER) 106 Laser Drive Lafayette, CO 80026 303-664-5000/303-664-5001	53% \$23,000,000 \$15,000,000 Dec. 31	Manufacturer of electro-optical components, industrial laser systems and marking equipment.	170 1	www.rmico.com	Yubong Hahn, CEO and President and Debbie Hunt, General manager and Vice president 1957
31	NR	HIRSH PRECISION PRODUCTS INC. 6420 Odell Place Boulder, CO 80301-3310 303-530-3131/303-530-5242	51% \$3,920,000 \$2,600,000 Dec. 31	Contract manufacturing; emphasis on components that repeat and have stringent cosmetic and dimensional requirements; serves the medical, automotive, defense, scientific and communications industries.	41 1	www.hppi.com	Mike Hirsh, CEO and President 1979
32	12	GROUPSYSTEMS CORP. 520 Zang Street, Suite 211 Broomfield, CO 80021 303-468-8680/303-468-8681	50% \$3,000,000 \$2,000,000 N/A	Group collaboration and innovation software.	25 1	www.groupsystems.com	Luis Solis, CEO and President 1986
33	NR	BOLDER CALLS 3220 Prairie Ave. Boulder, CO 80301 303-415-9830/303-415-9025	48% \$3,700,000 \$2,500,000 Dec. 31	Outbound call center offering tele-business solutions for finding new customers and driving increased revenue. Services include lead generation, membership renewals, product sales and event registration.	225 1	www.boldercalls.com	Vic Weese, President 1992
34	44	APPLIED TRUST ENGINEERING INC. 1033 Walnut St., Suite 300 Boulder, CO 80302 303-245-4545/303-245-4510	46% \$2,720,000 \$1,860,000 Dec. 31	IT consulting services focused on the security, performance, and availability of system and network infrastructure, as well as Ecoinfrastructure.	20 1	www.atrust.com	Trent Hein, CEO and Co-founder and Ned McClain, CTO and Co-founder 2001
35	NR	BLUE POPPY ENTERPRISES INC. 5441 Western Ave., No. 2 Boulder, CO 80301 303-447-8372/303-245-8362	43% \$2,330,339 \$1,630,000 Dec. 31	Books and continuing education on Chinese medicine. Herbal supplements and acupuncture needles for practitioners of Chinese medicine.	12 1	www.bluepoppy.com	Bruce Staff, General Manager 1982
36	38	THE CAIN TRAVEL GROUP INC. 3004 Arapahoe Ave. Boulder, CO 80303 303-443-2246/303-443-4485	42% \$78,300,000 \$55,200,000 Dec. 31	Full-service travel agency featuring: complete corporate travel management, discount vendor negotiations, integrated expense management software and data management and consolidation. Online procurement engine enables management of travel, shipping, discounted web/audio conferencing, and other key expense categories within corporate policy. Dedicated vacation & group travel division.	49 1	www.caintravel.com	Michael Cain, President 1985
37	41	ASD INC. 2555 55th St. Boulder, CO 80301 303-444-6522/303-444-6825	41% \$10,920,355 \$7,765,000 Sept. 30	High-performance, analytical instrumentation for materials measurement problems.	44 2	www.asdi.com	David Rzasa, CEO and President 1990
38	49	SUPER-RUPAIR INC. 1309 Yarmouth Ave. Boulder, CO 80304 303-442-6508/303-444-4183	37% \$4,837,000 \$3,529,282 Dec. 31	Auto repair.	25 1	www.superrupair.com	Gary Chambers and Debbie Chambers, Owners 1979
38 TIE	39	OMNI PROMOTIONAL LLC 258 S. Taylor Ave. Louisville, CO 80027 303-443-8595/303-444-8919	37% \$6,865,488 \$5,021,556 Dec. 31	Banners, tents, fencing, inflatables.	28 1	www.omnipromo.com	Michael Doland, Managing Member and Dave Skiffich, General manager 1994
40	NR	SUN CONSTRUCTION & DESIGN SERVICES INC. 1232 Boston Ave. Longmont, CO 80501 303-444-4780/303-444-6774	36% \$23,799,205 \$17,500,000 Dec. 31	General contractor, tenant finish, clean rooms and shielded rooms.	100 1	www.sunconstruction.com	Stephen Strong, President 1985
41	NR	ESTEY PRINTING CO. 2005 32nd St. Boulder, CO 80301 303-442-8514/303-442-8548	35% \$2,065,453 \$1,528,089 Dec. 31	Commerical offset printer, foil stamping and embossing.	14 1	www.esteypublishing.com	Bill Hayes, Owner 1954
41 TIE	32	GOODACRE & CO. 2450 Broadway Boulder, CO 80304-4109 303-449-3434/303-449-3555	35% \$127,658,194 \$94,700,000 Dec. 31	Residential and commercial real estate, relocation and investment.	30 1	www.goodacreproperties.com	Bill Goodacre, Owner; Tim Goodacre, Owner and John Kidder, Managing Broker and Owner 1974
43	6	VISIONLINK 3050 Broadway Boulder, CO 80304 303-402-0170/303-402-0169	32% \$3,191,000 \$2,410,000 Dec. 31	Online database, organizational tools for emergency disaster relief, elder care, child support.	23 1	www.visionlink.org	W. Douglas Zimmerman, President 1991
43 TIE	NR	MWH GLOBAL INC. 380 Interlocken Crescent, Suite 200 Broomfield, CO 80021 303-533-1900/303-533-1901	32% \$1,300,000,000 \$987,000,000 Sept. 30	Provides water, wastewater, energy, natural resource, program management, consulting and construction services to industrial, municipal and government clients in the Americas, Europe, Middle East, India, Asia and the Pacific Rim.	292 2	www.mwhglobal.com	Robert B. Uhler, CEO and President 1945
45	19	CHRISMAN CONSTRUCTION INC. 1668 Valtec Lane, Suite H Boulder, CO 80301 303-449-0077/303-449-1273	31% \$6,800,000 \$5,200,000 Dec. 31	Commercial construction including: design to build, tenant finish and improvement, custom residential and building maintenance.	6 1	www.chrismanconstruction.com	Jim Chrisman, President and Susan Chrisman, CFO 1985
46	22	J M HYDE CONSULTING INC. 6260 Lookout Road, Suite 120 Boulder, CO 80301 303-530-4526/303-581-0839	30% \$11,087,816 \$8,523,715 Dec. 31	Biopharmaceutical manufacturing consulting services including validation, FDA compliance, process systems design and control systems engineering.	25 1	www.jmhyde.com	John M. Hyde, Founder 1993
47	37	COLT PRINT SERVICES INC. 2525 Frontier Ave. Boulder, CO 80301 303-449-2760/303-449-2895	25% \$4,992,692 \$3,982,989 Dec. 31	Digital and offset printing including four-color.	33 1	www.coltrepro.com	Deb Durand, General manager and Jim Colt, Owner and President 1974
48	49	THE BOULDER TRAVEL AGENCY 1655 Folsom St. Boulder, CO 80302 303-443-0380/303-443-4018	23% \$19,000,000 \$15,500,000 Dec. 31	Full-service retail travel agency specializing in corporate, leisure and group travel.	16 1	www.bouldertravel.com	Brian Menk, President and Lori Loucks, Vice President 1947
49	48	SAFE SYSTEMS INC. 421 S. Pierce Ave. Louisville, CO 80027 303-444-1191/303-449-0370	21% \$5,935,000 \$4,886,100 Dec. 31	Commercial and residential burglar and fire alarm company providing sales, installation service and monitoring of alarm systems.	55 1	www.safe-systems.com	Larry Halpern, Owner and President 1982
50	NR	DESIGN CONCEPTS CLA INC. 211 N. Public Road, Suite 200 Lafayette, CO 80026 303-664-5301/303-664-5313	17% \$2,100,000 \$1,800,000 Dec. 31	Landscape architects and designers for Parks and Recreation, Trails and Open Space, schools, campuses and development community planning.	18 1	www.dcla.net	Carol Henry, Principal 1981

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards, Carol Maskus

PANGEA from 2B

Currently 1,600 retailers in the U.S. and 400 international retailers carry Pangea's products. The company's international exports comprise 8 percent of total sales. A \$100,000 grant from the Western United States Agricultural Trade Association helped launch Pangea products into international markets.

With increasing concerns about the potential negative health effects of petrochemicals, parabens (chemicals used as preservatives in cosmetics) and synthetic fragrances, Pangea has entered the market at the right time. All of its products are free of these ingredients as well as other types of synthetic, or GMO, ingredients.

In Newsweek's "Tip Sheet to Your

Health" section, in the March 24, 2008 issue, Jac Chebatoris recommended Pangea Organics, among five other companies, for their "safer, chemical-free alternatives." In the article, Chebatoris cited concerns about the health effects of parabens and phthalates (sometimes just listed as fragrance).

The natural alternatives Pangea uses include organic ingredients such as soybean oil, ginger root, sage and basil. The company produces bar and liquid soaps, shower gels, hand and body lotions, massage and body oils, lip balms, facial cleansers, scrubs, facial masks, toners and creams.

Onysko said two new products will be available in the fall.

Pangea also uses environmentally friendly packaging. Product boxes are made through a zero-waste process that uses 100 percent post-consumer paper. The containers, which contain organic seeds, can be soaked and planted in a garden or planter. In 2006 Pangea won the Best New Packaging Design award from Organic Products Europe.

Pangea's holistic products create their own marketing.

"Our greatest form of viral marketing to date has been people," Onysko said. "Their passion, their self-taught knowledge of our products and our company, and their willingness and eagerness to communicate this to others has undoubtedly helped us grow

Pangea Organics

6880 Winchester Circle
Boulder, CO 80301
303-413-8493
www.pangeaorganics.com
Joshua Onysko, CEO and founder
Employees: 30
Primary service: organic skin-care products manufacturer
Founded: 2001

our business to what it is today.

"Once people try our products, fall in love with them and the mission of the company, they are hooked. They become inspired to promote our company and our products in any way they can just because they love what we're doing and they believe in it."

“Once people try our products, fall in love with them and the mission of the company, they are hooked.”

Joshua Onysko
CEO & FOUNDER,
PANGEA ORGANICS

It also doesn't hurt that Pangea is in Boulder Valley, a hub for natural products. Both Hass Hassan, one of the cofounders of Alfalfa's Markets, and Steve Demos, founder of White Wave Inc., serve on the company's board.

"Steve and Hass are both tremendous assets," Onysko said. "Their knowledge, experience and guidance have helped me more than I could have ever imagined. I'm forever indebted to them."

In response to its growth, Pangea plans to add another 5,000 square feet to its 10,000-square-foot facility before the end of this year or the beginning of next year. The interior of the current facility features no-VOC paints and recycled pop-bottle carpeting. The Gunbarrel facility also runs on 100 percent wind power and boasts south-facing windows that capture natural light.

Outside of the facility, a 2,500-square-foot garden supplies lunch for about seven months of the year to Pangea's 30 employees. During harvest time, the company has enough produce to donate to local food banks, Onysko said.

The sharing of such surplus is an apt metaphor for Onysko's nonprofit Pangea Institute. With the goal of building the company first and then launching a nonprofit to help companies become more sustainable, Onysko is ready to share the bounties of his company's harvest with others.

According to Pangea's Web site, the Pangea Institute will "one day serve as an education center and small-business incubator, where classes and workshops on environmentally and socially responsible living/business practices will be offered."

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RALLY from 7B

can support up to 10 users, is free. Both versions work on any computer with a Web browser.

Miller said Rally sells to independent software vendors, Web-services companies and large corporate IT shops. It also sells globally in more than 30 countries. Companies find Rally through the Internet and referrals. There are about 350 corporate customers using both software versions representing more than 17,000 subscribers.

Customers include BEA, Fujitsu Ltd., Sun Microsystems Inc., National Public Radio, Coldwater Creek Inc., Raytheon Co. and the Spokane Teachers Credit Union.

Boulder-based Collective Intellect Inc. has been a customer for three years. The company helps businesses track, understand and use data from Internet message boards and news sites for marketing results. Greg Greenstreet, Collective's vice president of engineering, said Rally's software helps him manage what his developers do each week.

“We are building a company to take it public, but haven't disclosed a time frame.”

Tim Miller

CHIEF EXECUTIVE OFFICER,
RALLY SOFTWARE DEVELOPMENT CORP.

“It provides visibility into the software-development process and helps manage tradeoffs,” he said. “They have the fullest features set and support what I need to get done. It eliminates the biggest risk of not knowing where you are in the process and manages problems when they occur in software development.”

Since Rally was founded it has occupied three different locations on Walnut Street. Currently, the company has 33,000 square feet at 3333 Walnut St. Miller expects the next move would require up to 80,000 square feet.

Rally has 110 people on staff, and the company started with a core team of four people in 2003. Miller said 25 people were hired last quarter. The biggest growth is in engineering and sales.

“We are one of if not the largest Boulder County software companies headquartered here and will increase the number of employees by 50 percent per year,” Miller said.

Not only are the numbers of employees increasing, the company continues to attract venture capital financing. Rally

Rally Software Development Corp.

3333 Walnut St.
Boulder, CO 80301
303-565-2800
www.rallydev.com
Tim Miller, chief executive officer; Ryan Martens, chief technology officer
Employees: 110
Primary service: project-management tools for Agile software development
Founded: 2002

closed its first round of venture capital financing with \$3.5 million in October 2003, its second round with \$4.5 million

in January 2005 and its third round with \$8 million in June 2006, according to company officials.

“We are building a company to take it public, but haven't disclosed a time frame,” Miller said.

In addition to the software, Rally launched a service last year it calls Agile University, which brings together customers around the globe. The service is a community of third-party independent commercial trainers that covers basic Agile management as well as a certified ScrumMaster course. Scrum is a method of Agile project management. The university has more than 50 trainers and a number of public

courses offered regularly across North America.

Agile University trainers aim to instill in their students “the belief in the strength of individuals working as one to perfect the art of software development,” according to Rally's Web site.

Miller expects Rally's rapid growth to continue.

“We are the clear market leader,” he said. “We really help people build better products and release them to market faster. When companies are trying to cut costs, we can help them with improved efficiencies and also help drive more revenue by helping to get the most valuable features sooner.”



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TEXTUREMEDIA from 4B

national Corp., Fidelity Brokerage Services LLC, Google, The Denver Post, The Denver Art Museum and Steamboat Ski & Resort Corp. It works with both large and small companies and maintains approximately 25 clients at any given time – split regionally and nationally. The cost of services can range from \$10,000 to \$200,000 depending on the scope of work.

texturemedia was founded in May 2000 and became incorporated in January 2001. The company has 51 full-time employees. The majority of the company is owned by the board of directors comprised of six people, three internal and three external.

Davison said he would not make a

definitive projection for 2008 gross revenue numbers but did say first quarter numbers have exceeded anticipated projections by 25 percent.

“Our philosophy is to be understated, and let our work speak for self,” Davison said. “We really focus on creating results for our clients. We work hard to stay on top of changing trends in marketing and technology.”

Since 2005 Texture Media has been nominated and won various Webby Awards. The awards are recognized as an international honor of excellence on the Internet including Web sites, interactive advertising, and online film and video. This year it has been nominated in the

“best use of photography” category for the Pentax Photo Gallery site and the “event” category for the King Tut and the Golden Age of the Pharaohs Exhibition site.

Michael Sampliner, chief executive of Arts and Exhibitions International, co-headquartered in Denver and Cleveland, said his company is extremely happy with the end product, and texturemedia has done a great job. texturemedia created the art group’s King Tut and The Pirate’s exhibition site.

“There are Web sites that are operational and ugly, and there are sites that are beautiful and impossible to use. texturemedia has made our sites functional and attractive,” Sampliner said. “Part of

texturemedia Inc.

1600 Pearl St., Suite 200

Boulder, CO 80302

303-449-0515

www.texturemedia.com

Andrew Davison, chief executive officer

Employees: 51

Primary service: Marketing and Web design

Founded: 2001

the reason they are up for a Webby nomination in the event category is because people get a real sense and feel of what the events would be like if they were physically there.”

Geoff Shaffer, director of marketing

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“We really focus on creating results for our clients. We work hard to stay on top of changing trends in marketing and technology.”

Andrew Davison

CHIEF EXECUTIVE OFFICER,
TEXTUREMEDIA INC.

for Pearl Izumi USA Inc., headquartered in Broomfield, said his company has been working with texturemedia for more than three years on both its cycling and running apparel sites.

“They helped us though an online project in '07 called ‘Run like an animal’ to connect with consumers and measure the marketing efforts online,” Shaffer said. “The sites have been successful, and they have been a good company to work with.”

Ivan Perez-Armendariz, president of Texture Media, said part of what makes Texture Media different is the digital marketing and consulting, which includes audience and competitive analysis.

“Digital is a channel like television, radio or print,” Perez-Armendariz said. “These components drive people online to the Web, and digital receives the information flow of these channels.”

Perez-Armendariz said it is not about building Web sites, rather supporting marketing campaigns. He explained that analytic reports help to understand what is and is not effective marketing efforts.

“Businesses are moving away from Web sites,” he said. “They are looking at more digital initiatives, consulting, marketing and production.”

texturemedia also completes site study reviews and provides companies with recommendations to reach their business goals.

THANASI from 6B

"I think what make us successful is that we were the first in our category to bring household brand names to the shelf. There were no household brand name products at the time we launched. People were more inclined to purchase the blue bag, or the red bag or the yellow bag. There wasn't a lot of brand loyalty."

He also attributes the growing interest in his products to the popularity of the Atkins diet, a high-protein, low-carbohydrate program.

"Consumers are looking for higher-quality snack foods with high protein, lower salt and no trans fat," he said.

Havlick organized his operation to achieve profitability by keeping it small. He has 15 employees who do things from sales to art direction, and the rest of it he contracts out. The company does not have its own manufacturing facility, but contracts with manufacturers throughout the Midwest to put together the snacks. He uses a large broker network to sell the products across the country.

"We use a number of systems of tools to maximize procurement and shipping efficiencies, minimize redundancies in organization and minimize cost. We focus our resources on brand development, product development, quality and distribution."

Thanasi's main form of advertising is the in-store displays that hold the jerky and seeds. Salespeople work closely with retailers to maximize interest and control how the products are displayed. They follow an exact schematic to ensure consistency from store to store.

Thanasi Foods LLC

5303 Spine Road
Boulder, CO 80301
720-570-1065
www.thanasifoods.com
Justin Havlick, chief executive,
president
Employees: 15
Primary service: household brand food
supplier
Founded: 2004

The company's snacks are sold at approximately 40,000 retail locations in all 50 states and at military bases worldwide. Its main chain stores are 7-Eleven, Kroger, Wal-Mart Stores and Costco.

Havlick sees his products as more than a trend and believes they stand a chance in the oncoming recession due to the price range.

"In difficult economic times a snack that sells for \$1.29 (the price of Thanasi's sausage sticks) versus \$5.99 (the price of a larger bag of jerky) makes a big difference."

Thanasi won Retailer Choice Awards for best new products for its Jim Beam Jalapeño Sunflower Seeds and Jim Beam Peppered Beef Jerky in 2006 from CSP Magazine, a publication dedicated to the convenience store and petroleum industry. The company won the same award in 2005 for its Jim Beam Original Beef Jerky.

Thanasi will be coming out with a line of barbecue-flavored products in late summer, but Havlick would not disclose the brand.

SPARKFUN from 11B

demand," Seidle said.

SparkFun sells about 900 different electronic parts that can be used to create electronic devices. The company also helps its customers by putting together some of those parts, making it easier to use. SparkFun sells about 150 of these products.

**“When we got here
the walls echoed, now
we're looking to sublease
another 10,000 square feet”**

Nathan Seidle,

CEO,
SPARKFUN ELECTRONICS INC.

"We're up to about to about 120 orders a day, everything from products costing from 35 cents to \$500 each," Seidle said.

SparkFun said the U.S. dollar's decline has sparked international growth as well. About 23 percent of the company's sales are from outside the United States.

Along with its revenue growth, SparkFun continues to grow its presence in Boulder. The company moved its offices in July 2007 from 6,000 square feet in Flatiron Park business park to 13,000 square feet in Boulder's Gunbarrel neighborhood at 6175 Longbow Drive, Suite 200.

"When we got here the walls echoed, now we're looking to sublease another 10,000 square feet," Seidle said.

SparkFun Electronics Inc.

6175 Longbow Drive, Suite 200
Boulder, CO 80301
303-284-0979
www.sparkfun.com
Nathan Seidle, CEO
Employees: 39
Primary service: online sales of
microelectronics
Founded: 2003

The growth has brought many business lessons for the young entrepreneur. He has learned to delegate jobs such as financials, marketing and information technology.

"We feel more like a business now," Seidle said. "We have the people in place that do their specific job real well."

Those "running-a-business" lessons continue to emerge as SparkFun grows.

Last year, someone hacked into the company's Web site and rerouted traffic to gain hits elsewhere.

"This was before we had an IT staff," Seidle said. It also forced the company to conduct an audit of its technical equipment, and become Payment Card Industry, or PCI, compliant.

The hack was a "Black Thursday" for the SparkFun, Seidle said, but the resulting new staff, audit and compliances are all good long-term benefits to the company.

Through the first quarter of 2008, the company continues to see impressive growth.



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Natural Resource Services aids in wetland restoration

Boulder company has seen revenues steadily increase during past two years

BY BETH EDWARDS
Staff Writer

BOULDER – Wetland restoration is a muddy business.

For Natural Resource Services Inc., an environmental consulting company in Boulder, it's also a profitable one.

Natural Resource's revenues have grown 1,675 percent from \$44,000 in 2005 to \$781,000, 2007.

It is the No. 1 fastest-growing private company on the Boulder County Business Report's Mercury 100 list of companies in Boulder and Broomfield counties with revenues less than \$2 million. Last year the company was No. 2 on the same list, with revenue growth of 767 percent.

Steve Johnson, chief financial officer and principal of Natural Resource, and his wife, Ruth, the company's chief executive, began the company in 1994 in Georgia where Steve had been working as a wildlife biologist for 20 years.

The company specializes in environ-



MERCURY 100

#1

REVENUES LESS THAN \$2 MILLION



JONATHAN CASTNER

Steven Johnson, left, chief financial officer of Boulder-based Natural Resource Services Inc., and his wife, Ruth, the company's chief executive, specialize in environmental projects associated with wetlands, endangered species and wildlife management. It provides permitting assistance for wetland use and National Environmental Policy Act assessments. They are standing at the Sanderson Gulch Open Space where they have been working with the city of Lakewood.

mental projects associated with wetlands, endangered species and wildlife management. It provides permitting assistance for wetland use and National Environmental Policy Act assessments.

The Johnsons moved to Colorado in 2001 and opened an office in Boulder a year later. To learn about vegetation in the area Steve worked with Fort Lupton-based Aquatic & Wetland Co. and did

volunteer work with resident wetland and riparian associations.

After leaving Aquatic, the Johnsons opened Natural Resource Services and

► See **Natural**, page 22B

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Goozmo takes pain out of Web site development

Customers can manage their online shop easily, without big price tag

BY SUZAN K. HEGLIN
Business Report Correspondent

BOULDER – There are dozens of Web site designers and Web-hosting companies out there, and Boulder-based Goozmo provides both services, and more.

“We’re what you call a full-service Web-development company,” said Benjamin Reed, chief operating officer and co-founder of Goozmo. “We specialize in tools to let people manage their own Web sites easily.”

The company has been in business for eight years, but it has really taken off during the last few years.

Goozmo posted revenues of \$9,780 in 2005 and improved to \$170,183 in 2007, a 1,640 percent increase. With this substantial growth, Goozmo is the No. 2 fastest-growing private company with revenues less than \$2 million on the Boulder County Business Report’s Mercury 100 list.

That happened because the company was ready, and the founders got serious.

“We had our day jobs. It got to the time



MARC LITTMANN

Tyson Brawley, left, chief executive of Goozmo, and Benjamin Reed, chief operating officer, have seen their Boulder-based Web and business solutions firm grow exponentially the past two years. Goozmo posted revenue of \$9,780 in 2005 and improved to \$170,183 in 2007, a 1,640 percent increase.

to mature the business and get out of the bootstrap mode,” said Tyson Brawley, chief executive and co-founder of Goozmo. “That’s when we decided to crack down, make the decisions and join the chamber.”

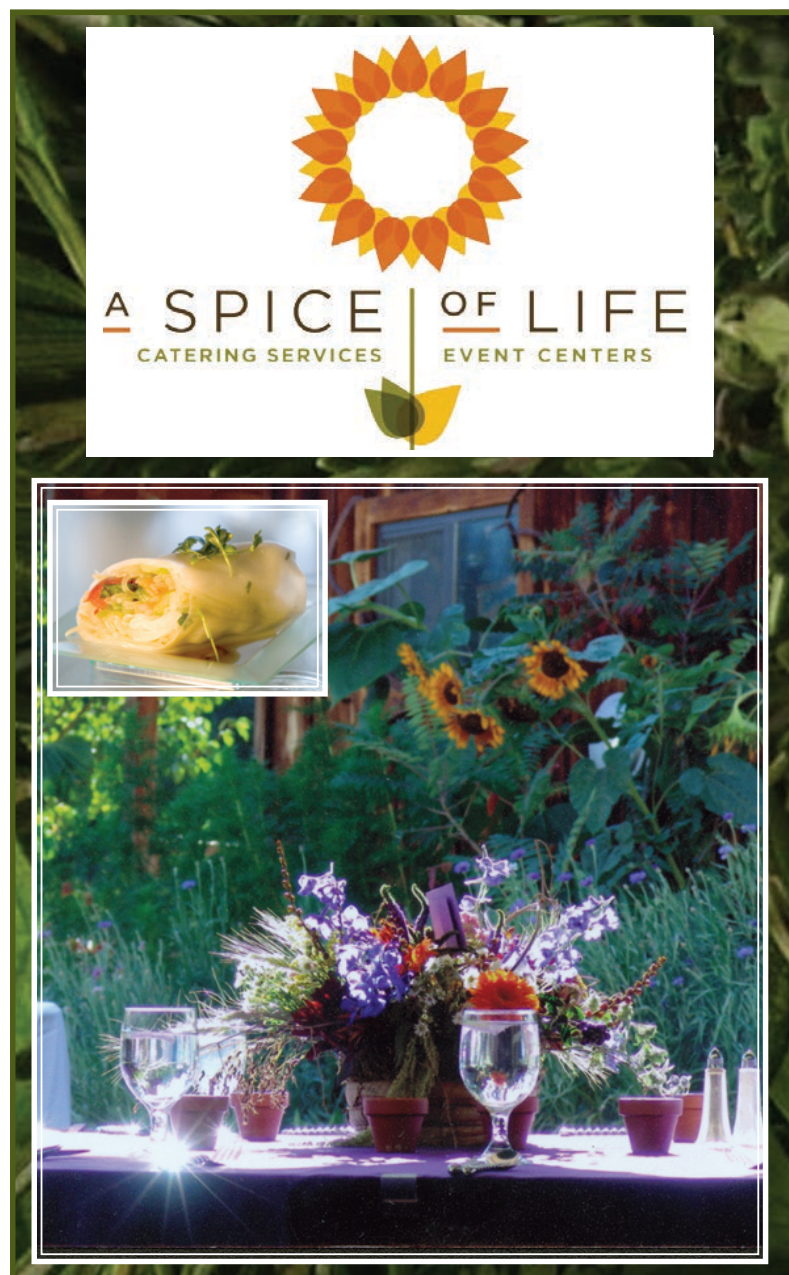
“The first step is we were ready to com-

mit the tools and resources,” Brawley said.

They joined the Boulder Chamber of Commerce, established a relationship with the Small Business Development Center and started taking advantage of those resources.

Reed attributes a lot of his company’s success to working with the chamber and the development center. Goozmo took advantage of the free counseling and consulting and began seriously

► See Goozmo, 23B



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MARC LITTMANN

Helly Duncan, owner of Louisville-based Design Matters Inc., has seen her company's revenues improve during the past two years. Design Matters posted revenues of \$11,792 in 2005 and improved to \$96,036 in 2007, a 714 percent increase. Duncan's company provides interior design and home-staging services.

Design Matters 'flips' homes to shorten time on market

Duncan resurrected business based on recent trends

BY JULES MARIE
Business Report Correspondent

LOUISVILLE – Helly Duncan's surge in revenues may be due, in part, to the economic downturn.

She revived Design Matters, her interior design and home-staging business, two years ago and has since experienced a large increase in business. Duncan's innate ability to quickly flip the interior of a home appeals to home sellers who are hoping to quickly attract a buyer or are attempting to stave off foreclosure.

Design Matters posted revenues of \$11,792 in 2005 and improved to \$96,036 in 2007, a 714 percent increase. Design Matters is the No. 3 fastest-growing private company with revenues less than \$2 million on the Boulder County Business Report's Mercury 100 list.

The company was founded in 1996 as a design-only business and has since morphed into providing both interior design and home-staging services for homeowners, home builders and Realtors.



She recreated her business in 2006 based on the reasons she felt people hired interior designers: to improve their home's aesthetics or functionality, for health reasons, concerns for the earth, to save money or as a future investment.

Duncan is quick to point out that interior decorators deal with colors, window treatments, furniture and fabric selection, while interior designers are not mere "pillow plumpers."

"We go to school and have formal training. We're full service. We know how to draft and do space planning and collaborate with architectural designers and electricians on technical or structural specifications," Duncan said.

She obtained a bachelor's degree in apparel merchandising from Colorado State University and an associate degree of applied science in interior design from Arapahoe Community College. She is also certified as an Accredited Staging Professional, or ASP, through staged-homes.com, the industry leader in staging education and training.

As a member of the National Kitchen and Bath Association, the American Society for Interior Designers and the International Association of Home Staging Professionals, Duncan feels she has solutions for every home and budget.

➤ See **Design, 23B**



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Braun's business booms through Belize connection

Boulder architect's Caribbean projects increase revenues

BY MONIQUE COLE
Business Report Correspondent

BOULDER – Architect Garth Braun points to a 25-square-mile island in the Caribbean to help explain why Garth Braun Associates PC, his development consulting firm, is one of the fastest-growing companies in the Boulder Valley.

Revenues during the past two years have gone from \$220,000 in 2005 to \$1,135,000 in 2007 – an increase of 416 percent – thanks, in large part, to projects in Belize.

With this growth, Garth Braun Associates is the No. 4 fastest-growing private company with revenues less than \$2 million on the Boulder County Business Report's Mercury 100 list.

Braun spends about a week every month in Belize's Ambergris Caye, a small island just off of Mexico's Yucatan Peninsula in the country formerly known as British Honduras. He oversees the



MICHAEL MYERS

Garth Braun, owner of Boulder-based Garth Braun Associates PC, has seen his revenues increase with his business involvements in Belize in Central America. In San Pedro Town, Belize, the firm is involved with designing a 30,000-square-foot mixed-use complex, which includes a 3,000-square-foot vacation home, a hotel, a spa and condo project and a conceptual development for a private boutique resort.

development of Solabrisa, a 200-unit resort condo project, for a Canadian client. He is involved with everything from conceptual design and pro forma estimates to the importing and installation of furnishings.

"We found that what we offer in terms of service is really more than

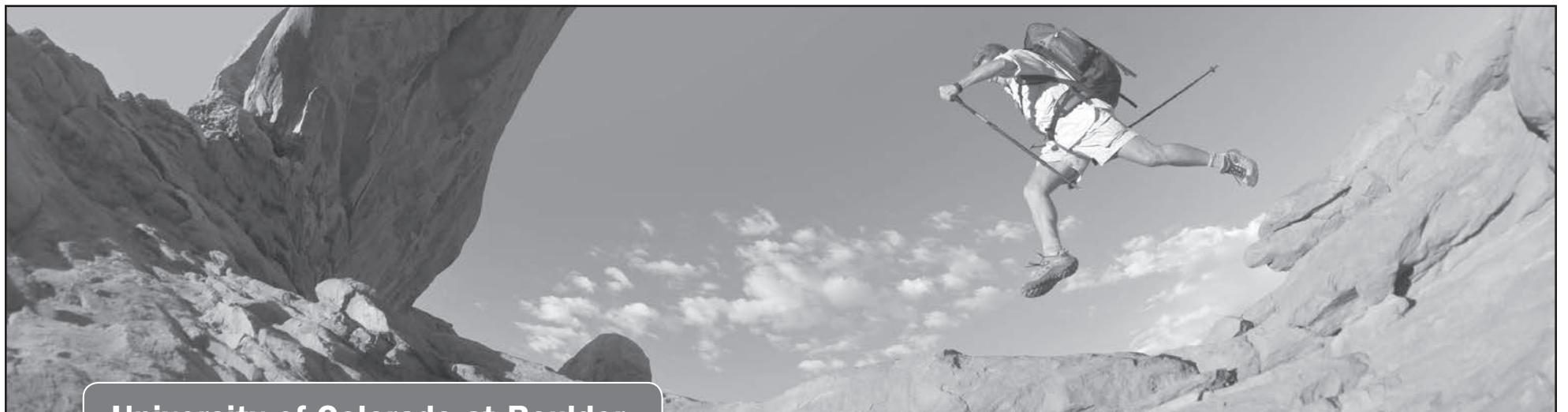
architecture. It's developing consulting – thinking for them, with them. That's one of our trademarks," he said.

In Belize, the firm is involved with designing a 30,000-square-foot mixed-use complex in San Pedro Town, which includes a 3,000-square-foot vacation home for a couple from Africa, a six-

and-a-half-acre hotel, a spa and condo project and a conceptual development for a private boutique resort.

The Belize connection began about 12 years ago when a Boulder client asked Braun to design a vacation home for him there. "The house became well known,"

► See **Braun**, page 23B



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Consultant finds niche teaching clients 'lean' techniques

Transformance Advisors helps companies, employees meet objectives through efficiency

BY KEELY BROWN

Business Report Correspondent

BOULDER — For Mike Loughrin the phrase “less is more” could easily encapsulate his entire mission statement as a business consultant.

By focusing on the systematic elimination of waste in businesses — whether that waste be in raw materials, resources or employee time — Loughrin streamlines daily performance by using a “lean initiative” approach — the heart of his thriving consultancy Transformance Advisors Inc.

Loughrin has managed to grow his company's annual revenues 348 percent, from \$64,764 in 2005 to \$290,419 in 2007, placing it No. 5 on the Boulder County Business Report's 2008 Mercury 100 list of fastest-growing companies in Boulder and Broomfield counties.

The company has expanded its geographical area of services by offering classes and seminars in Chicago, Atlanta and Los Angeles.



MICHAEL MYERS

Mike Loughrin's extensive background as a business consultant in the Boulder market motivated him to create Transformance Advisors in 2003. The consultancy offers one-day public- and private-training classes, as well as the Certified Lean Master Program, a nine-day seminar.

Loughrin's extensive background as a business consultant in the Boulder market motivated him to create Transformance Advisors in 2003. The consultancy offers one-day public- and private-training classes, as well as the Certified Lean

Master Program, a nine-day seminar.

“It's all about transformation and performance, blended together,” Loughrin said. “We focus on your business objectives and what you need to do, whether it's installing a better software program,

increasing market share, cutting costs or better serving your customers.”

In addition to advocating a streamlined approach, Loughrin's techniques also emphasize the value of individual

► See **Consultant, 19B**



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CONSULTANT from 18B

employee performance.

"Many companies have invested a lot of money in technology but haven't been able to deliver the results, so we've come in afterward and shown them how they've missed the employee side of the equation," Loughrin said.

Loughrin said the company's rapid growth is due in a large measure to the Certified Lean Master Program, which was launched in December 2006. The program is a nine-day seminar that companies can implement over a three-month period by concentrating on a major improvement project. At the end of the project, employees are given the opportunity to take an exam and get a professional-level lean master certification.

Another factor in the company's growth has been a steadily increasing list of repeat large-scale company clients, including industry giants such as Warner Home Video.

"Implementing the Certified Lean Master Program — and having Warner Home Video as a client — have been the two major growth drivers for our company," Loughrin said. "This growth has allowed us to increase our team of instructors to six — three in Boulder, and three in the other cities."

Transformance has 25 clients participating in the Certified Lean Master Program, as well as six clients participating in the one-day seminars. Loughrin and his team of instructors present classes and seminars for these companies on a

Transformance Advisors Inc.

2150 Orchard Ave.,
Boulder, CO 80304-1307
720-565-9549
www.transformanceadvisors.com
info@emailta.com
Employees: 7
Mike Loughrin, CEO
Primary service: business and management consultation services
Founded: 2003

quarterly, monthly or — as in the case of several clients, including Warner Home Video — weekly basis.

While Loughrin manages the company from his home office in Boulder, all of the class and seminar sessions are conducted either onsite at client business locations, or at hotel and resort conference rooms.

Loughrin markets his company's services not only through personal networking, but also through the help of two industry organizations — the Association for Operations Management and the International Supply Chain Education Alliance, which reaches 50,000 members worldwide. Through the alliance, Loughrin recently has licensed his Certified Lean Master Program to an instructor who will be teaching it in Hong Kong. Loughrin is negotiating to license the course and its training materials to instructors in the United Kingdom and the Netherlands, as

"We focus on your business objectives and what you need to do, whether it's installing a better software program, increasing market share, cutting costs or better serving your customers."

Mike Loughrin
OWNER,
TRANSFORMANCE ADVISORS INC.

well as other cities in the U.S.

Loughrin believes that the key to his company's success and rapid growth rate is simple — by applying his many years of expertise, he is creating a niche for his company in the business consultancy marketplace.

"Thanks to the extensive experience that my instructors and I have, when we talk to executives about their challenges. It's 'been there, done that' for us, so we can really help," he said. "We're friendly with leveraging technology, and we place a major emphasis on educating employees in how to take a systematic approach toward improving any type of business organization."

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TOP 100 FASTEST-GROWING PRIVATE COMPANIES

(Companies in Boulder & Broomfield counties with revenues less than \$2 million ranked by revenue change from 2005 to 2007.)

RANK	PREV. RANK	Company Address Phone/Fax	Percent growth Revenues 2007 2005 Fiscal year end	Products/Services	No. of local employees No. of local locations	Web site	Person in charge Year founded
1	2	NATURAL RESOURCE SERVICES INC. P.O. Box 19332 Boulder, CO 80308-2332 303-915-3211/720-652-4792	1,675% \$781,000 \$44,000 Dec. 31	Environmental consulting.	2 1	www.nrsiservices.com	Steve Johnson, CFO and Principal and Ruth Johnson, CEO 1994
2	NR	GOOZMO 1942 Broadway, Suite 218 Boulder, CO 80302 800-519-7691/303-665-8636	1,640% \$170,183 \$9,780 Dec. 31	Full-service Web and business solutions firm, providing Web site development, easy-to-use management tools, payment processing solutions and loyalty and gift card programs.	7 1	www.goozmo.com	Benjamin Reed, COO and Tyson Brawley, CEO 2000
3	NR	DESIGN MATTERS INC. 912 Garfield Ave. Louisville, CO 80027 303-249-4661/303-926-1023	714% \$96,036 \$11,792 Dec. 31	Interior design, home (real estate) staging, kitchens and bathrooms.	1 1	www.design-mattersinc.com	Helly Duncan, Owner 1997
4	37	GARTH BRAUN ASSOCIATES PC 2014 Pearl St. Boulder, CO 80302 303-447-1859/303-447-2290	416% \$1,135,000 \$220,000 Dec. 31	Architecture, planning, development consulting. Diversity of projects from large-scale land planning to detailed industrial and institutional projects.	8 1	www.GBAarch.com	Garth Braun, Owner 1984
5	NR	TRANSFORMANCE ADVISORS INC. 2150 Orchard Ave. Boulder, CO 80304 720-565-9549	348% \$290,419 \$64,764 Dec. 31	Supply chain management consulting and education.	3 1	www.transformanceadvisors.com	Mike Loughrin 2003
6	NR	SKIRTSPORTS INC. 6235 Lookout Road, Suite J Boulder, CO 80301 303-442-3740/303-468-8738	302% \$1,305,000 \$325,000 Dec. 31	Manufacturer and distributor of women's fitness apparel.	7 1	www.skirtsports.com	Nicole DeBoom, Founder and President 2004
7	14	VIATEK 505 Courtney Way, Suite B Lafayette, CO 80026 303-664-1182/303-468-9103	283% \$1,100,000 \$286,933 Dec. 31	Network managed services and consulting. IT services for small to medium size companies.	9 1	www.viatek.net	Sid Payne, Co-owner and President and JD Greene, CEO and Co-owner 2002
8	NR	SIX88 SOLUTIONS 1320 Pearl St., Suite 210 Boulder, CO 80302 303-449-5285/720-528-7942	225% \$1,133,397 \$348,852 Dec. 31	Designs and develops advanced business software.	14 1	www.six88.com	Jason Eckenroth, Co-founder 2000
9	18	THE TEA SPOT INC. 6880 Winchester Circle, Suite E Boulder, CO 80301 303-444-8324/303-530-4707	216% \$654,053 \$207,301 Dec. 31	Develops and manufactures Steepware and loose leaf teas.	10 1	www.the-teaspot.com	Rob Cooke, Operations Manager; Maria Uspenski, Owner and Karen Harbour, Owner 2003
10	NR	BOULDER LABS INC. 7105 La Vista Place Niwot, CO 80503 303-652-0725	213% \$1,250,000 \$400,000 Dec. 31	Software for inventors, entrepreneurs and scientists.	11 1	www.boulderlabs.com	Robert Gray, Ph.D. and President 1998
11	8	BOULDER DOG FOOD COMPANY LLC P.O. Box 4417 Boulder, CO 80306 303-449-2540/303-200-8235	191% \$150,408 \$51,703 Dec. 31	Gourmet dog and cat food and treats.	4 1	www.boulderdogfoodcompany.com	Ed Withers, Co-owner 2002
12	NR	VAST ARCHITECTURE 1720 15th Street Boulder, CO 80302 303-442-3700/303-447-0307	156% \$296,700 \$115,700 Dec. 31	Sustainable, high-performance architectural and interior design, site analysis, planning. Residential, commercial, mixed use and multi-family.	4 1	www.VaStArchitecture.com	C. Joseph Vigil, Architect and V. Brandy LeMae, Vice president 2001
13	5	BOULDER DIGITAL ARTS LLC P.O. Box 2161 Boulder, CO 80306 303-875-0276	143% \$104,818 \$43,146 Dec. 31	Complete resource for digital professionals, including classes and workshops in Web design, video production and digital photography; also offering a free online directory, and monthly digital salons; software training in Dreamweaver, InDesign, Final Cut Pro, AVID, Pro Tools, DVD Studio Pro, Illustrator, Video Podcasting, and much more.	4 1	www.boulderdigitalarts.com	Bruce Borowsky, Co-founder 2004
14	12	PCD ENGINEERING SERVICES INC. 184 Wetterhorn Way Longmont, CO 80501 303-678-1108/303-678-1142	130% \$459,619 \$199,982 Dec. 31	Designs and implements collaborative engineering solutions that produce high performance, energy efficient commercial and residential buildings. Services include mechanical and electrical engineering, energy analysis, facility commissioning, sustainability consulting, green building.	3 1	www.pcdengineering.com	Peter D'Antonio, President 2000
15	NR	FLATIRONS MOVING & STORAGE INC. 4699 Nautilus Court S., Unit 501 Boulder, CO 80301 303-499-1151/303-530-3003	125% \$900,000 \$400,000 Dec. 31	Full service moving and storage, packing, interstate agent for Stevens Worldwide Vanlines.	25 1	www.flatironsmoving.com	Paul Wetzlberger, President and Schaana Wetzlberger, Vice President 1990
16	NR	SUPERSIGN INC. 5757 Arapahoe Ave., Suite A-1 Boulder, CO 80303 303-447-1101/303-447-1049	121% \$650,000 \$294,000 Dec. 31	Full-service signs, electrical, LED message centers, hand-crafted. Design, fabricate, install and service.	7 1	www.supersigninc.com	Bill Hayes 1970
17	7	SLICE OF LIME 1216 Pearl St., Suite 200 Boulder, CO 80302 303-413-0701	120% \$657,000 \$298,000 Dec. 31	Web strategy, design, and development.	7 1	www.sliceoflime.com	Kevin Menzie, CEO and Jeff Rodanski, CCO 2001
18	1	ROOM 214 4949 N. Broadway St., Suite 103 Boulder, CO 80304 303-444-9214/303-736-4377	105% \$555,342 \$270,772 Dec. 31	Search marketing and social media agency focused on blogs, podcasts and RSS marketing.	5 1	www.room214.com	James Clark and Jason Cormier, Founding Partners 2004
19	NR	GREENPLAY LLC 3050 Industrial Lane, Suite 200 Broomfield, CO 80020 303-439-8369/303-439-0628	82% \$1,710,000 \$941,672 Dec. 31	Management consulting for parks, recreation, open space and related quality of life organizations.	10 1	www.greenplayllc.com	Chris Dropinski, Senior Principal and Managing Member and Teresa Penbrooke, Founder and President 1999
20	NR	ARCHITECTURE INC. 3008 Folsom St. Boulder, CO 80304 303-444-6902/303-442-6160	81% \$495,000 \$273,000 June 30	Architectural design.	5 1	www.arch-inc.com	Adrian Sopher, President 1993
21	25	BLUESTONE MARKETING INC. 2300 Canyon Blvd., Suite 5 Boulder, CO 80302 303-527-0900/303-530-2434	77% \$645,000 \$364,000 Dec. 31	Branded apparel programs, business gifts, promotional products.	2 1	www.aiabluestone.com	Tom Bagli, President 2002
21 TIE	NR	BK MEDIA GROUP 202 Main St., Suite 2 Longmont, CO 80501 303-651-2203/303-772-5174	77% \$206,285 \$116,823 Dec. 31	Full-service design and production studio for print, Web, exhibits and video.	3 1	www.bkmediagroup.com	Brad Moss, Creative Director and Owner 2001
23	NR	ANIMAL ARTS/GATES HAFEN COCHRANE 735 Walnut St. Boulder, CO 80302 303-444-4413/303-444-1759	73% \$1,925,000 \$1,110,000 Dec. 31	Architectural design, interior design.	15 1	www.animalarts.biz	Mark Hafen, AIA, Principal 1979
24	NR	IMULUS 3775 Iris Ave., Suite 1B Boulder, CO 80301 303-247-0550/303-247-0084	72% \$676,420 \$393,420 Dec. 31	Web site design and development, marketing communications and search engine optimization.	8 1	www.imulus.com	John Skufca; Scott Hooten and George Morris, Co-owners 2002
25	17	BELVEDERE BOULDER LLC (DBA: BELVEDERE BELGIAN CHOCOLATE SHOP) 1468 Pearl St., Suite 120 Boulder, CO 80302 303-447-0336	71% \$250,000 \$146,000 Dec. 31	Hand-crafted, all-natural Belgian-style chocolates; custom chocolates and chocolate bars; company logos on chocolates; wine and chocolate tastings with Bookcliff Vineyards (co-located).	6 1	www.belvedereboulder.com	Chris Toomey and Maryfrances Toomey, Co-owners 2002

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards, Carol Maskus

► See **List, 21B**

TOP 100 FASTEST-GROWING PRIVATE COMPANIES

(Companies in Boulder & Broomfield counties with revenues less than \$2 million ranked by revenue change from 2005 to 2007.)

RANK	PREV. RANK	Company Address Phone/Fax	Percent growth Revenues 2007 2005 Fiscal year end	Products/Services	No. of local employees No. of local locations	Web site	Person in charge Year founded
26	27	DATA NETWORK GROUP INC. 2995 Center Green Court, Suites A & E Boulder, CO 80301 303-447-8398/303-442-8946	70% \$1,700,000 \$1,000,000 Dec. 31	Computer consulting firm specializing in outsourced IT solutions for small to mid-sized companies.	10 1	www.yourITSolutionspartner.com	Lynn Mareth, Vice President and Michael Perkins, President 1997
27	NR	REDSTONE CATERING 1121 Broadway Boulder, CO 80302 303-443-1201	67% \$500,000 \$300,000 Dec. 31	Cuisine and custom-tailored menus with personalized service. Serving European, vegan, Latin, Asian and American fare.	50 1	www.RedstoneCatering.com	Mary Dietrich, Executive Chef and Owner 1992
28	46	TERRA VERDE ARCHITECTS LLC 2625 28th St., Suite 200 Boulder, CO 80302 720-565-3929/720-565-3931	63% \$1,226,786 \$754,000 Dec. 31	Architecture and interior design for custom residences and remodels as well as multi-family, hospitality and mixed-use projects.	12 1	www.terraverdearch.com	Charlotte Grojean; Jeff Van Sambeek; Mark S. Queripel and Brian Nelson, Principals 1996
29	NR	ACCURATE ENGISURV LLC 350 Interlocken Blvd., Suite 160 Broomfield, CO 80021-3478 303-665-5505/303-665-5160	57% \$1,565,000 \$997,000 Dec. 31	Commercial, residential, public works design, ALTA surveys, design surveys, subdivision plats, development plan design, construction surveying.	16 1	www.engisurv.com	Camille Cave, Manager; David B. Murphree, Project Engineer and Douglas Ort, PLS, Sr. Project Manager 2000
30	NR	STRATOM INC. 5375 Western Ave., Suite A Boulder, CO 80301 720-565-9609/720-565-6013	52% \$336,075 \$221,011 Dec. 31	Professional services firm that provides new product development and introduction, concept development, detailed design, outsourcing, and supply chain management consulting services.	10 1	www.stratom.com	Mark Gordon, President 2001
31	14	BOULDER CREEK WINERY 6440 O'Dell Place Boulder, CO 80301 303-516-9550/303-516-9360	50% \$228,300 \$152,000 Dec. 31	Production of wine from Colorado grapes.	5 1	bouldercreekwine.com	Jackie Thompson; Mike Thompson and Will Thompson, Owners 2003
31 TIE	48	PEOPLE PRODUCTIONS MEDIA SERVICES INC. 1737 15th St., Suite 200 Boulder, CO 80302 303-449-6086/303-449-9526	50% \$1,650,000 \$1,100,000 Dec. 31	Full-service video, multimedia and Web production from concept through duplication/hosting. Final Cut Pro HD/SD editing suites, interactive CD/DVD development, encoding, Web development/applications, Flash animation/graphics, streaming media, VHS/CD/DVD duplication/replication, foreign conversions, format transfers.	16 1	www.peopleproductions.com	Brad Gilbert, President 1984
33	NR	INSIGHT DESIGNS WEB SOLUTIONS LLC 2006 Broadway, Suite 300 Boulder, CO 80302 303-449-8567/303-449-8568	46% \$1,071,000 \$731,795 Dec. 31	Full-service Web firm offering visual design, animation, hosting, database development, content management tools, e-commerce setups and more.	9 1	www.insightdesigns.com	Beth Krodell, Co-owner 1999
33 TIE	NR	AEROSPACE MANUFACTURING SERVICES 1035 Broadway Boulder, CO 80302 303-810-6886/303-625-1030	46% \$807,621 \$553,926 Dec. 31	Provides machined components for machine guns, missiles and combat vehicles to the U.S. Army.	1 1	www.aeromfgservices.com	Jack Cahn 2003
35	21	ADVENTURES WITHIN REACH 2527 Broadway Boulder, CO 80304 303-325-3746/915-242-1272	45% \$1,889,000 \$1,305,000 Dec. 31	Adventure travel including Tanzania, Kenya, Rwanda, Uganda, Peru, Ecuador, Galapagos, Tibet, Bhutan, Nepal	5 1	www.adventureswithinreach.com	Robin Paschall, President 2000
36	NR	HUSKY SIGNS & GRAPHICS INC. 7340 Valmont Road Boulder, CO 80301 303-442-8262/720-563-0099	44% \$325,000 \$225,000 Dec. 31	Design, print and installation of vehicle wraps and fleet side advertising. Print output and installation for retail and corporate office environments. Corporate identity/brand development. Architectural signs and banners.	3 1	www.huskysigns.com/ lowpricebanners.com	Mark Johnson 1989
37	NR	ORGANIC VINTNERS 1628 Walnut St. Boulder, CO 80302 303-245-8773/303-245-8911	40% \$1,282,280 \$917,949 December	Imports over 50 wines made with certified organic grapes from 23 wine growing regions in nine countries.	4 1	www.organicvintners.com	Paolo Bonetti, President 2002
37 TIE	NR	BOULDER IMAGING INC. 1500 Cherry St., Suite C Louisville, CO 80027 303-604-2368/720-890-7731	40% \$1,200,000 \$860,000 Dec. 31	Real-time, digital video recording systems for critical image processing, image analysis and data storage.	9 1	www.boulderimaging.com	Carlos Jorquera, CEO and Senior Systems Engineer and Susan Downey, CFO and Chief Operations Engineer 1995
39	NR	TOOL STUDIOS INC. 137 2nd Ave. Niwot, CO 80544 303-652-8353/303-652-2593	37% \$685,000 \$500,000 Dec. 31	Enterprise integrated systems, Web development, e-commerce, graphic design, marketing strategies, corporate identification, collateral design and annual reports.	6 1	www.toolstudios.com	Charles R. Bell, Founder 2001
40	22	WILD ROSE MARKETING 1320 Pearl St., Suite 107 Boulder, CO 80302 303-448-9556/303-448-9762	33% \$332,000 \$250,000 Dec. 31	Marketing firm made up of specialty food brokers representing specialty foods with a focus on organic, sustainable and natural products.	3 1	www.wildrosemarketing.com	Rose Pierro, Owner 1996
41	NR	BROOMFIELD SIGN CO. INC. 6970 W. 116th Ave., Unit C Broomfield, CO 80020 303-464-0644/303-464-0608	32% \$1,050,000 \$793,000 Dec. 31	Design, permitting, manufacture, installation and servicing of commercial, electric and architectural signs.	14 1	www.bsdesigns.com	John Dobie and Jeff Simmons, General manager 1999
42	NR	PRECISION FIBEROPTICS INC. 3042 Stevens Circle S. Erie, CO 80516 303-661-0977/303-661-0977	31% \$668,068 \$508,440 December	Communications cabling for data, voice and fiber optics.	3 1	www.precisionfiberoptics.com	Steven R. Gage 1993
42 TIE	NR	TAYLOR MOVING LLC 4949 N. Broadway, No. 110 Boulder, CO 80304 303-443-5885/720-565-2870	31% \$1,300,000 \$995,000 Dec. 31	High-quality residential and commercial packing, moving and storage as well as Budget Truck Rental agency.	20 1	www.taylormove.com	Glen Taylor and Leah Taylor, Owners 1997
44	41	BOULDER ICE CREAM CO. 4747 Pearl St., Suite M-1 Boulder, CO 80301 303-494-0366/303-494-5589	30% \$650,000 \$500,000 Dec. 31	All-natural, batch churned ice cream in an array of flavors; available in pints for retail and bulk for food service.	7 1	www.bouldericream.com	Scott Roy, President and Glennise Humphrey, Vice President of Marketing 1993
45	NR	THE RIB HOUSE BY CHEF EXTRAORDINAIRE 1920 S. Coffman St. Longmont, CO 80504 303-485-6988/303-772-8264	26% \$1,399,327 \$1,114,385 Dec. 31	Caters parties up to 900.	20 1	www.theribhouse.info	Tracy Webb, Owner and Merry Ann Webb 1998
46	14	ALPINE MEDIA DUPLICATION 2515 East Sterling Circle Boulder, CO 80301 303-444-1257/303-449-7553	23% \$831,936 \$674,710 Sept. 30	Replication of CD-ROMs, CD-Rs, DVD-ROM, DVD-Rs, mini DVDs, videotapes and audiotapes. Audio/video editing, transfer, conversion.	8 1	www.alpinedisc.com	Jeanne K. Phipps, CEO 1984
47	NR	WILDER ARCHITECTURE & PLANNING PC 104 E. Simpson Street Lafayette, CO 80026 303-665-5034/303-666-7067	22% \$102,264 \$83,885 Dec. 31	Architectural services for residential remodels, custom homes and light commercial projects.	2 2	www.wilder-architecture.com	Patricia Wilder Dallarosa, President 2003
48	NR	FREE RANGE GEEKS P.O. Box 3118 Boulder, CO 80307-3118 303-438-6972/877-658-2717	21% \$200,000 \$165,000 Dec. 31	IT outsourcing, support, networking, servers, and training.	4 1	www.freerangegeeks.com	David Young, Partner 2000
49	NR	FASTFRAME OF BOULDER 2327 30th St. Boulder, CO 80301 303-448-1000/303-448-1001	19% \$329,000 \$276,339 Dec. 31	Custom picture framing and art sales.	3 1	www.boulderfastframe.com	Kim Obert and Paul Obert, Owners 2002
50	NR	CATAPULT PR-IR 6560 Gunpark Drive, Suite C Boulder, CO 80301 303-581-7760/303-581-7762	18% \$949,306 \$806,000 Dec. 31	Strategic public and investor relations for high-technology companies.	7 1	www.catapultpr-ir.com	Terri Douglas and Guy Murrel, Principals 1999

SOURCE: BUSINESS REPORT SURVEY
RESEARCHED BY Beth Edwards, Carol Maskus

started generating revenue.

"We do good work, and we're reliable," Steve said. "We work well with the regulatory agencies and have built a good reputation. If you know what you're doing and work hard, you're bound to be a success."

The company works in many areas in Colorado. In Boulder County, the company was contracted by Boulder County Parks and Open Space to create a wetland habitat from a gravel excavation area at Kenosha Ponds, just east of Highway 287 near Boulder Creek. Steve oversaw the land grading.

The ground had to be reshaped to have contours for deeper and shallower water. Plants like sedge and bulrush grow at varying depths, and various

species of wildlife search for food at different levels. Dabbling ducks remain on the surface, while diving ducks use deeper water.

One of the problems in trying to restore land into a wetland habitat is that inevitably weeds will grow. Before the land at Kenosha Ponds was mined for gravel the land hadn't been farmed for several years, so weeds will be more of a problem.

Natural Resource Services is licensed by the state to control weeds. That means mowing, plowing, burning and hand-pulling but also using herbicides when necessary.

"He's a really easy-going guy to work with, very friendly and knowledgeable, not only as a paid consultant but also as

a volunteer," said Claire DeLeo, senior plant ecologist at Boulder County Parks and Open Space.


Steve will work with nonprofits like Boulder-based Wildlands Restoration Volunteers to plant more than 10,000 marshland plants in the area this June.

In addition to the Kenosha Ponds project, Steve is working with Chatfield State Park in Jefferson County to preserve the habitat of the Preble's Meadow Jumping Mouse. The mouse lives along the Front Range from Colorado Springs to Wyoming and became an endangered species in 1998. It swims and climbs grass stems and depends on riparian zones for habitat. Monitoring projects like that over time is part of the job of wetlands restoration.

Natural Resource Services Inc.

P.O. Box 19332
Boulder, CO 80308
303-915-3211
www.nrsiservices.com
Steve Johnson, chief financial officer, principal;
Ruth Johnson, chief executive officer
Employees: 2
Primary service: environmental consulting
Founded: 1994

Saving an endangered mouse is easier in Colorado than it was in Georgia. "They don't resist county requirements here like they did back in Georgia," Steve said. "It's easier to get the message across."



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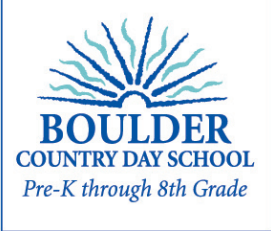
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DESIGN from 16B

The shift in her business happened when she began focusing on home staging in 2006.

A 2007 survey by Accredited Staging Professionals revealed surprising statistics: Lightening and brightening a home has a 355 percent return on investment, or ROI, while cleaning and decluttering brings a 578 percent ROI. The average days an unstaged home sells is 163.7, while homes staged prior to listing sold in an average of 8.9 days. Research also indicated a 5.8 percent increase in home equity gain due to an average 6.9 percent sale price increase.

"The average home buyer decides in eight seconds whether or not they like a home," Duncan said.

She begins with a free consultation

to determine whether there's a mutual fit, which is important considering the duration of some interior design jobs. She said she's not a design dictator, and while she has her own ideas she prefers working with her clients as a team.

Duncan offers a two-hour mini stage for \$200 where she provides suggestions for rearranging furnishings, cleaning or eliminating clutter, depersonalizing or neutralizing the space, lightening rooms or accenting colors.

"I love it when I walk into someone's home, and they love it when I leave my ideas behind," Duncan said.

The cost increases for those desiring help with carpet, paint, furnishings, art, accessory purchases or interior design services.

She credits growth to her husband, Matt's, publicity efforts and updating the Web site. Google returned 2,260,000 hits for the keyword search 'home staging' and Design Matters is No. 2 thanks to the search engine optimizers they utilized.

"I wanted a powerful Web presence as this is a referral-based business," Duncan said. She gains two to three new contacts a week.

She finances Design Matters with sweat equity, business credit cards and client referrals. Her goal is to write a business plan and obtain a small-business loan to assist with paying contractors and increasing her inventory of rentals.

Duncan is committed to hiring

Design Matters Inc.

912 Garfield Ave.
Louisville, CO 80027
303-249-4661
www.designmattershome.com
Helly Duncan, owner
Employees: 1
Primary service: interior design and home staging
Founded: 1997

employees, rather than independent consultants for larger jobs. "I'm going upward and onward in this changing, exacting and exhilarating field. I absolutely love what I'm doing."

BRAUN from 17B

Braun said, adding that it led to more work, including designing the high-end Cayo Espanto, which has been honored as one of the top 10 private island resorts in the world.

"That gave us a lot of credibility," Braun said. "They thought we knew what we were doing down there."

Business has not always boomed for Garth Braun Associates, which was founded in 1984. In 2003 Braun purchased the building that now houses his office at 2014 Pearl St.

"For a year all my energy went into renovating this building and moving the office," he said. "When I was ready to work again, I was wondering, 'Where is the work?'"

While attending a funeral for one of his clients, the answer came to him.

"I realized, 'This is why my work has slowed down — my clients are retiring.' My group that I had spent so much time cultivating — I do mostly referral and repeat work — that group as a whole hit retirement age and quit doing things I had been doing with them."

The epiphany caused Braun to start

marketing his company, though this did not mean an expensive ad campaign. "As an architect most of it is your own energy and personal involvement."

He attended Boulder Chamber of Commerce and Downtown Boulder meetings, and he phoned clients he hadn't heard from in a while.

"You have to realize that your clients change, especially for architects who have a lot of referral business," Braun said. "Over a 10-year period they change, and you have to look ahead."

Looking ahead, Braun foresees a possible slowdown in resort work in Belize. "If the U.S. economy continues to decline, there will be less desire to build condos, less travel." He estimates that tourism is down about 30 percent this year in Ambergris Caye, the most popular destination in Belize.

Although resort development has accounted for about 70 percent of his business recently, Braun has attempted to stay diverse. Last September his firm completed the renovation of the historic Samsonite building in Denver into a K-12 charter school. "That was

an extremely challenging project. (It was) a \$20 million job we had three months to design and permit and three months to build. (Students) were going to be there whether we finished or not."

Garth Braun and Associates designed the 16,780-square-foot facility for Boulder Housing Partners in North Boulder, which was completed five years ago. He has a residential remodel in Boulder under way, along with a private home in Denver, a dental office building in Superior and another charter school in Westminster.

Historically, Braun estimates that 80 percent of his business has come from commercial projects, including resorts, office buildings and tenant finishes. He said 20 percent comes from single-family home design. "At times it flips based on the economy."

Braun really doesn't want his firm to be on the fastest-growing list in the future. "I really don't want to get any bigger in terms of being able to do what we do best and for me to live a life," he said.

Garth Braun Associates PC

2014 Pearl St.
Boulder, CO 80302
303-447-4661
www.gbaarch.com
Garth Braun, owner
Employees: 8
Primary service: architecture, planning, development consulting
Founded: 1984

The firm has eight full-time employees — including one other registered architect, Stuart Smith, up from two or three employees three years ago.

Despite the enticing images of aquamarine waters and palm tree shaded beaches that grace the walls of his office, Braun has no intention of moving away from Boulder.

"I don't want to ever leave," he said. "People keep trying to get me to move to Belize, I just really like it the way it is."

GOOZMO from 15B

networking events at the chamber.

"I gave up my day job in August 2006. It was about four months after we joined the chamber," Brawley said.

During the first few years Brawley and Reed were developing the product. They used real clients and filled in with their own Web work. They did things manually so they could learn what the clients needed.

Their vision was that companies could make their own changes to their own Web site.

"We are solving the problem people have with Web design ... it's expensive and difficult to manage," Reed said. "We offer the ability to control design, content and the ability to do e-commerce and shopping carts."

The company's model works for medium-size businesses with a need to frequently update their Web site. It also works for larger businesses that have

multiple outlets or multiple locations that want to host a Web site.

It's working for the Hotel Boulderado. The Boulder hotel's Web site is critical to its success — it gets 12,000 hits a month.

"Their system is set up to work with on your own," said Beverly Silva, director of sales and marketing of the Boulderado. "Before we had to call the guy and wait. We're definitely making changes every week. It's a full-time job keeping up with it and making it fun."

Dhyan Atkinson is a business coach and consultant who has referred many of her clients to Goozmo. "It's so easy to use that you can keep changing your Web site, which is important for search engines."

"I was stuck with a horrible WordPress that I struggled with all the time. Goozmo migrated my site over to their system (three years ago)," Atkinson

Goozmo

1942 Broadway, Suite 218
Boulder, CO 80302
800-519-7691 or 303-665-8636
www.goozmo.com
Benjamin Reed, chief operating officer;
Tyson Brawley, chief executive officer
Employees: 7
Primary service: full-service Web and business solutions firm
Founded: 2000

said. "This January there was another upgrade. Now my site is going to be an e-merchant site, and I can sell books and other things."

Reed attributes Goozmo's recent success to a new business plan. "We treat this as a business first. Whatever business or industry you're in, you have

to run the business as well as provide the service."

Goozmo has partnered with California-based City Card Consulting. It's a joint venture branding three services under the Goozmo name, including merchant processing, and gift and reward card programs. Brawley said he loves coding, and the company will continue to improve its services as needed.

"They are about to add a blog function," Atkinson said. Blogs are becoming more important for search-engine optimization.

Of Goozmo's business, 20 percent is not in Colorado. The company is expecting more growth outside Colorado, especially with the merchant sales and gift-card functions.

"I think the Web and Internet has got a long haul ahead of it. I think it's going to be more integrated into our lives," Reed said.



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