

BOULDER COUNTY BUSINESS REPORT

Section B | Aug. 21 - Sept. 3, 2009



2009 IQ Awards

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IQ Awards represent wide range of innovation

BY DOUG STORUM
dstorum@bcbr.com

BOULDER — The innovation of Boulder Valley companies was on display at the Boulder County Business Report's 10th annual IQ (Innovation Quotient) Awards, with nine area companies named as 2009 winners on Aug. 20.

A crowd of approximately 250 turned out at the Lionsgate Event Center in Lafayette for the evening of networking and presentation of awards.

This year's event, with the theme "Social Networking," was highlighted in a video featuring winning companies written and produced by Brian Scott with performances by Dave Thompson, Emily Trayers, Kim Oremus and Ryan Dionne.

Sponsors included platinum sponsor, Ehrhardt, Keefe, Steiner & Hottman PC; gold sponsors Holland & Hart LLP Western Disposal Services; bronze sponsors Virsage WorkPlace, JPMorgan Chase & Co., FlatIrons Bank, Crestone Capital Advisors, Copy Experts and Wells Fargo; badge sponsor Vectra Bank; in-kind sponsors W3W3, SHiFT Agency, Photo Craft Imaging, Avocet Communications, Daylight Productions, Boulder Beer and Liquor Mart.

The winners and finalists of the

2009 IQ Awards in each category are:

BUSINESS PRODUCTS/ SERVICES

Winner

ShipCompliant, Boulder: ShipCompliant Wholesale is a software program that allows anyone who



distributes wine through a distributor to ensure all their distributed products are compliant with state and federal wine laws.

Finalists

MeyersDining Insurance: Boulder: Meyers Dining worked with Anthem Blue Cross Blue Shield to create a corporate health-insurance

plan that includes holistic and alternative medical benefits for small businesses with 50 or fewer employees that are members of the Boulder Chamber.

Phase IV Engineering, Boulder: Phase IV Engineering's miniature battery-free wireless sensor provides energy-savings. The small chip uses radio frequency energy captured from an RFID-like transmitter/reader. The chip uses that energy to power-up analog and digital circuits to take a temperature, process the data and transmit the temperature data back to a wireless reader.

COMPUTER

Winner

Rebit Inc., Longmont: Rebit Inc. has created a multiple-PC version of its automatic backup and recovery software. The software is capable of backing up six PCs. The software can be password-protected on an individual PC to keep information private between PC users. It manages space requirements and lets users know how much space is available on the external disk before allowing another PC to be added to the backup drive.

Finalists

Atrato Inc., Louisville : Atrato Inc. designs energy-efficient, com-

pact storage products. Atrato uses a 2.5-inch disk drive instead of the commonly used 3.5-inch drive. The smaller drive reduces energy consumption by about 80 percent, and the smaller size allows the company to build a smaller, self-monitoring system. The company's storage device is about 75 percent smaller than comparable devices on the market, reducing physical space requirements.

Seagate Technology, Longmont: The design team at Seagate's Longmont operations developed the Seagate FreeAgent Theater, a high-definition media player that enhances the experience of enjoying digital media by providing an easy way to play your favorite videos, movies and personal photos on your television.

CONSUMER PRODUCTS/ SERVICES

Winner

Clementine Art, Boulder: Clementine Art offers a line of all-natural children's art supplies; natural modeling dough, paint, markers, crayons and glue. Products are made from natural and wholesome ingredients, setting a higher standard for safety and health in children's products.

► See **Innovation, 3B**



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INNOVATION from 2B**Finalists**

English Retreads, Boulder: English Retreads makes handbags and accessories from recycled materials, primarily using old rubber inner tubes and recycled plastic bottles. All English Retreads products are created from post-consumer materials, and each product is handcrafted, one-of-a-kind and vegan.

Seth Ellis Chocolatier, Boulder: Seth Ellis Chocolatier has created Suncups, a line of nut-free, filled chocolate candies made with sunflower butter instead of peanut butter. Suncups are certified organic, use fair-trade ingredients, are completely peanut- tree nut- and gluten-free, and are wrapped in home-compostable packaging. Suncups are one of the few chocolate options for the growing nut- and gluten-allergic market.

**INTERNET SOFTWARE/
BUSINESS****Winner**

OptTek Systems Inc., Boulder: OptTek Systems' software product OptForce helps organizations achieve desired work-force composition. The software is structured to integrate with organizational objectives such as financial, productivity, diversity and human resources goals, including recruitment, talent management, employee engagement, and retention.

Analytics provided by the software

spans a variety of processes, including hiring, talent management, performance management, compliance and professional development.

Finalists

Absolute Performance Inc., Boulder: Absolute Performance's software as a service, System Shepherd, monitors applications on demand. The system provides deep monitoring visibility into all layers of the application delivery stack, from the network through the application software infrastructure. It leverages light-weight and efficient agent code to gather metrics and generate predictive alarms. The agent then presents the information, distributes alarms to recipients and displays dashboard information through a Web portal.

Data Storage Group Inc., Longmont: Data Storage Group created a patent-pending software-based data deduplication technology that removes redundant data across multiple physical and virtual machines, reducing backup storage requirements, resulting in faster network transfer rates, streamlining the data backup and recovery process. It can be scaled from single users to large enterprises.

**INTERNET SOFTWARE/
CONSUMER****Winner**

OneRiot, Boulder: OneRiot is a real-time search engine that helps users of social Web sites find the news, videos and blogs that people are buzzing about right now. OneRiot crawls, indexes and ranks the real-time Web with its patented PulseRank algorithm so search results are spam-free and reflect current social relevance.

Finalists

Occipital LLC, Boulder: Occipital's RedLaser is a barcode scanner for the iPhone. It works directly from the built-in camera's video feed. It scans all common barcodes in real-time and works for the iPhone, iPhone 3G, and iPhone 3GS. The RedLaser application allows users to scan products and get price information from Google and links to Amazon.

TechoShark Inc., Boulder: TechoShark Inc.'s hoozat iPhone/iPod touch application accesses Facebook while also viewing the Facebook profiles of fellow hoozat users nearby. It allows users to meet and connect with new people or simply browse Facebook with a great user interface.

LIFE SCIENCES**Winner**

Amgen Inc., Boulder, Longmont: Amgen researchers in Boulder helped develop denosumab, a drug

in clinical trials that would be used to treat and prevent postmenopausal osteoporosis and prevent bone loss in patients undergoing hormone therapy for either prostate or breast cancer. It also is being studied for the treatment of multiple myeloma, a common blood cancer, and rheumatoid arthritis. This product is being developed at Amgen's campuses in Longmont and Boulder.

Finalist

Medtronic Navigation, Louisville: Medtronic's StealthStation provides a surgeon with GPS-like navigation in the operating room while performing brain, spinal and ear, nose and throat surgeries. It enables very precise targeting and approach to a tumor or other area of interest, allowing a surgeon to navigate around anatomy that needs to be avoided, like the motor strip in a brain, or the spinal cord in a spine surgery.

NONPROFIT**Winner**

Imagine!, Lafayette: Imagine! builds SmartHomes that provide permanent affordable housing for people with physical, cognitive and developmental disabilities. The homes incorporate cutting-edge technologies to improve the quality and efficiency of services and support.

► See **Innovation, 13B**

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Simplifying complex world of shipping wine

ShipCompliant software helps wineries comply with multiple state laws

BY DAVID CLUCAS
dclucas@bcbr.com

BOULDER — When Boulder-based Six88 Solutions developed its first e-commerce wine software back in 2003, it quickly realized that it had to constantly update the product due to state governments adjusting their alcohol laws.



JONATHAN CASTNER

The problem bred the idea for a much more needed piece of software — something that would track state laws and automatically update wine producers on any changes, helping them legally ship their wine across

Jason Eckenroth, founder of Boulder-based Six88 Solutions, doing business as ShipCompliant, had the vision for developing software that helps wine producers comply with varying state laws when shipping wine across state lines.

state lines.

In 2005, Six88, doing business as ShipCompliant, debuted its Ship-

Compliant online services for the direct shipping of wine products. And in 2009, it released ShipCom-

pliant Wholesale to help producers ship their wine via suppliers, whole-
▶ See **Wine, 5B**

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WINE from 4B

salers and retailers.

The innovative approach, helping cut down research, confusion and paperwork in the wine industry, has earned Six88 Solutions a 2009 Boulder County Business Report IQ Award in the business products and services category.

"Since the reversal of prohibition, the states have been in control of alcohol sales — and every state has different laws, making it difficult for wine producers to legally ship their products," said Jeff Carroll, director of product management at Six88 Solutions.

"There are so many crazy laws, permits, taxes and restrictions on volume. We track about 10,000 different rules around the country. We recognized that someone needed to sell the software as a service to handle the complexity of these regulations."

Six 88 Founder and Chief Executive Officer Jason Eckenroth had the vision for the new product and hired Carroll to develop the software along with Sarah Werner and Michael Liedtke. As the company has grown, it also brought on Chief Technology Officer Pawel Smolarkiewicz, who has been integral in advancing the latest wholesale version of ShipCompliant, Carroll said.

“Since the reversal of prohibition, the states have been in control of alcohol sales — and every state has different laws, making it difficult for wine producers to legally ship their products.”

Jeff Carroll

DIRECTOR OF PRODUCT MANAGEMENT,
SIX88 SOLUTIONS INC.

Another boost came out just as ShipCompliant was launching in 2005. A U.S. Supreme Court ruling at that time required states to change many of their alcohol laws, ushering in a wave of new wine regulation changes nationwide.

ShipCompliant tracks all the latest rules, along with providing the latest forms and other information for clients through its Web-based platform. ShipCompliant's Wholesale software provides distributor reporting, product registration, distributor registration, price posting, and wholesale regulation tracking.

The service includes automated

alerts on changes. Anyone from the compliance person to the chief financial officer to the owner can have at-a-glance views into compliance status and know when action is required on their part.

ShipCompliant has a team of 25 employees in Boulder who communicate with state regulators to always be up-to-date on the latest compliance rules and ahead of any industry changes.

Costs for its services start at \$150 a month for the direct shipping services, and at \$500 a month for the wholesale services. Prices increase from there based on the volume of

business from the wine producers.

In the long run, it saves producers money and time than having to deal with all 50 states individually, or through contracted services in each state, Carroll said. ShipCompliant is most popular with medium-to large-size wineries, shipping to numerous states, he said. The product has grown to serve 1,400 wineries in 27 states.

ShipCompliant has been so successful that Six88 Solutions sold its original e-commerce wine software business several years ago to solely concentrate on the ShipCompliant side of the business.

SIX88 SOLUTIONS INC.

dba ShipCompliant

1877 Broadway St., Suite 703

Boulder, CO 80302

303-449-5285

www.shipcompliant.com

Jason Eckenroth, chief executive officer

Employees: 25

Primary service: wine compliance software

Founded: 2003

CONGRATULATIONS IQ AWARD WINNERS!



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PC backup system reliable, easy to use

Rebit's software provides easy plug-and-play unit for protection, recovery

BY RYAN DIONNE
rdionne@bcbr.com

LONGMONT — There's no point in backing up a computer if the information can't be easily recovered, and Rebit Inc. is capitalizing on that.

Lew Frauenfelder, the Longmont-based company's chief executive officer, said Rebit's biggest appeal is the ease of use of its software for both backup and recovery.



MICHAEL MYERS

Rebit Inc.'s leaders, in front from left, David Schwaab, co-founder; Bob Beckemeyer, chief operating officer; and Lew Frauenfelder, chief executive, hold up hard drives loaded with Rebit's backup and recovery software.

"We have what I believe, and a lot of other people also believe, is the easiest to use back up and restore product on the market," Frauenfelder

said. "The only thing you have to do is plug it in and click on the license agreement."

The company's innovative software's multiple-PC version helped earn Rebit a 2009 Boulder County

Business Report IQ Award in the computer category.

► See **Backup, 7B**



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Go to any high-tech social event in Denver, and you'll meet Larry Nelson. He's the one with the ear-to-ear smile, the small-town Wisconsin accent and the digital camera. He knows just about everyone on the Front Range tech scene. Larry, along with Pat, his wife and business partner of 33 years, are *media pioneers* of sorts. They have bootstrapped an Internet talk radio show, available at w3w3.com, that focuses on the who's who of the local tech community.

It's a unique, home-grown fixture of the Denver tech scene. *It appears to have no equal in Silicon Valley, Boston or the nation's other tech hubs.* Like craigslist.org, w3w3.com has a low-tech, text-heavy feel. Instead of breaking news, w3w3.com contains thousands of pictures and hundreds of interviews, which Internet surfers can listen to at the click of a mouse. It has a feel-good, Oprahesque quality.

In one interview, Brad Feld, one of Colorado's leading venture capitalists, discusses his freshman struggles at MIT. "I realized I wasn't ever going to be in the top 10 percent," he said. "But I could figure out how to be successful and effective. That helped me define success in a different way."

In another interview, Jon Nordmark, the CEO of Denver-based eBags, describes playing hockey in high school. "One game we had 140 stitches given out, two guys lost teeth, two guys got noses broken, and another guy even broke his neck," he said. "But we fought through everything. ... It's not really the raw talent coming in but the collective talent of the group. I have been seeking that ever since."

Larry Nelson says the station receives 75,000 unique visitors a week. "People have a real desire to find out who's doing what," says Su Hawk, president of the Colorado Software & Internet Association. "They have a real appetite for innovation and inspiration." Feld, who sits on the w3w3 board, says "Larry's done a great job of executing his vision. *And he's at the epicenter of a lot of interesting people.*" Garth Jensen, a Holme Roberts & Owen partner, says the firm decided to sponsor w3w3 out of friendship with Pat and Larry. "We also love having our name there with the types of clients that we would like to have," he added. Sandy Keziah, president of the Boulder-based brand strategy firm Kindred Keziah, says w3w3's business model reminds him of the TV show "Entertainment Tonight." "E Tonight has figured out how to get both sides what they want and make money doing it," Keziah says. "The stars promote their activities.



The viewership are desperate to know more about stars. w3w3 is a bit like that." "We fill in the real-people gaps," Nelson said. "It isn't their elevator pitch, or their latest sales thing. I want to deliver the things that will help people understand more about themselves, grow their business and work with their team."

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BACKUP from 6B

"We have very unique software," Frauenfelder said. "There's nobody that has been able to duplicate it."

The company's three founders, Dennis Batchelor, Nathan Probst and David Schwaab, developed the software.

Launched earlier this year, Rebit's multiple-PC version allows users to back up as many as six personal computers running Windows XP or Vista.

The software also manages space making sure there is available room on the external disk before it allows another PC to be added, and includes a de-duplication feature that prevents duplicate information from being backed up on the drive.

And for security, the software can be password protected so an individual's system isn't accessible to someone else.

Rebit, founded in 2007, sells between 3 million and 4 million software licenses per year. Frauenfelder, however, wouldn't disclose annual revenue or other financial aspects of the company.

The company raised its first round of financing through angel investors and closed an additional \$5.9 million round from both venture capitalists and friends and family in December 2008. Frauenfelder said the company likely will need to raise another round in early 2010 that will hopefully be its last.

Rebit's software, which it also incorporates into laptop- and desk-

“We have what I believe, and a lot of other people also believe, is the easiest to use back up and restore product on the market. The only thing you have to do is plug it in and click on the license agreement.”

Lew Frauenfelder

CHIEF EXECUTIVE,

REBIT INC.

top-specific hard drives, automatically backs up everything from operating system registries and programs to files and settings.

It allows a user to easily do a full restore without worrying whether or not information was lost. As long as the external hard drive used as the backup is the same size or larger than the PC's hard drive, nothing should be lost.

And if the external hard drive is close to its max capacity, Rebit's NeverFull prevents information from being replaced. Instead of overwriting crucial data, it finds duplicate information and overwrites that.

Because it also records every version of every file, users can also backtrack whether because of lost work, a crashed system or simply to see an earlier version of a document.

Users just plug in an external hard drive, whether a Rebit drive or any

other manufacturer's, via the USB port and, after agreeing to the license terms, runs in the background. That eliminates the need to schedule regular backups.

Next on the list of product launches is the ability for Rebit to work remotely over a local area network to back up computers wirelessly, Frauenfelder said.

He said the company, which formed in 2007 and focused on consumer applications, is putting more emphasis on commercial uses. Currently, the company's business is comprised of roughly 80 percent consumer sales and 20 percent business. In a year, Frauenfelder suspects it'll be roughly 50 percent for both.

Those sales come from, among other means, Rebit's Web site, the Home Shopping Network, Best Buy and through ASI Corp., a distributor

REBIT INC.

2420 Trade Centre Ave.

Longmont, CO 80503

720-204-2230

www.rebit.com

Dennis Batchelor, Nathan Probst, David Schwaab, co-founders

Employees: 23

Primary service: developing PC backup/recovery software

Founded: 2007

the company partnered with in July 2008.

However, many of the hard drives people buy with Rebit software pre-loaded won't be branded as such.

Frauenfelder said the company partnered with Scotts Valley, Calif.-based Seagate Technology LLC. Seagate provides the hard drive while Rebit provides the software.

That software, no matter if it's delivered via a Seagate hard drive or CD bought from Rebit's Web site, is compatible with Windows XP and Vista. The software automatically determines what version of the Microsoft operating system is being used and responds accordingly.

The ease is one more way the IQ Awards winner makes its products user-friendly whether the user is a computer geek or computerphobic.

"They're looking for easy recovery of data," Frauenfelder said. "And that's what we bring to the party."



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STEVE PETERSON

Todd Woloson and Diana Mercer pose with some of the art supplies made of natural ingredients that make up Clementine Art Inc.'s line of products for children. Mercer, an art teacher, came up with the idea of natural ingredient art supply kits, and Woloson helped launch the company.

Natural ingredient art supplies making mark

Clementine provides kids safe, artistic tools

BY BETH EDWARDS
bedwards@bcbr.com

BOULDER — On Aug. 15, Clementine Art Inc., a maker of natural, earth-friendly art supplies for children, launched its line of art supplies in all 278 Whole Foods Market stores across the U.S. in an exclusive three-month contract.

The line of art supplies includes natural citrus dough, tempera paint, soy-ink markers, natural glue, soy crayons and crayon rocks.

The company began in February 2008 with a line of art kits designed by Diana Mercer of Clementine Art Studio, an arts enrichment program in Boulder for children ages 2 through 12.

Mercer launched the new line of art kits with Todd Woloson, a co-founder of Boulder-based Izze Beverage Co. The two met when he was on the board of directors at the Clementine Art Studio. He was attracted to the simplicity of Mercer's business model.

"I like the really simple ideas, where you can understand the business in

one sentence or less. I'm drawn to that," Woloson said. "This is on trend with consumer demand. People are looking for cleaner products not only in their food but in their homes."



CONSUMER PRODUCTS/SERVICES

That simple yet inspiring model has earned Clementine Art a Boulder County Business Report 2009 IQ Award in the consumer products and services category.

In January, the company hired three executives for its management team. John Maggio, co-founder of Boulder Chips, is chief executive; Gordon Cooper, former vice president

► See **Art, 9B**



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ART from 8B

of sales at Larabar, is vice president of sales and marketing; and Katherine Gregory, previously with Williams Sonoma, is director of supply-chain operations.

"Things are moving along," Mercer said. "It's really exciting. Todd and I were always looking for someone to take over the day-to-day operations and to get the supplies into the shops we targeted. We did some fundraising around bringing in the CEO and setting up this business model, and we have some really enthusiastic investors."

At the Natural Products Expo West in Anaheim, Calif., in March, Mercer was approached by the CBS Morning Show, Target, Wal-Mart and Amazon.com.

"It's astounding the reception we received in Anaheim," Mercer said. "There just isn't anything like this out there. There wasn't a lot of innovation at the show because people are being careful right now, and this product is absolutely brand new."

Another new development for the company is the discontinuation of the kits in favor of selling the products individually as smaller, lower-priced point items from \$5.49 to \$11.99. The company plans to relaunch its kits in 2010.

"I never saw myself in retail sales, but I see where the creativity market has gone, and I feel like children are missing out. So many people feel cut off from their creativity at a very young age," Mercer said. "By 5 years old most children are crumpling up their paper in tears because they can't draw a dog that looks like a dog. As an art teacher I tried to protect that very precious phase of development in young children."

Mercer feels that following directions and painting by the numbers doesn't allow for creative expression. The mission of the company is to use simple, pure and natural materials that are better for children and more sustainable for the earth. The company also wants to cut down on packaging, waste and the general disposable nature of the craft market.

With the increased exposure at Whole Foods and more significant revenue, Clementine hopes to attract the attention of venture capital funding.

"You never want to put your product in a grocery store and hope someone will walk by and buy it," Maggio said. "No one's bought these products in the environment we're selling in. We've been very active in social media campaign on 15 to 20 mom blogs in the country."

On blogs like www.ivillage.com and www.elevenmoms.com as well as Facebook and Twitter, the company has worked on tapping into a demographic that will purchase its products.

"Children's art supplies is a \$6.5 billion dollar industry," Maggio said. "It's a great industry, and we have a unique side of it. We have a really experienced team here and are try-

“There just isn't anything like this out there. There wasn't a lot of innovation at the show (trade show in Anaheim) because people are being careful right now, and this product is absolutely brand new.”

Diana Mercer

FOUNDER,
CLEMENTINE ART INC.

ing to take this business to the next level. These are products kids play with every day, and it's a beautiful

brand. That's why I love Clementine. The three of us wouldn't have come together if this were fried shoe

CLEMENTINE ART INC.

4699 Nautilus Court, Suite 202
Boulder, CO 80301
303-447-0473
www.clementineart.com
John Maggio, chief executive; Diana Mercer, founder
Employees: 5
Primary service: art supplies made with natural, earth-friendly materials for children
Founded: 2008

leather. We have a short runway with Whole Foods, but we feel like we're really on to something."



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Software can predict where work force gaps will occur

OptTek's OptForce has good beta test

BY REBECCA COLE
news@bcbr.com

BOULDER — Five years ago, while helping the U.S. Navy with a diversity work force project, a light bulb clicked on in James Kelly's brain.



**INTERNET SOFTWARE/
BUSINESS**

Kelly, co-founder and chief executive of OptTek Systems Inc., and his team were hired to help the military organization model its enlisted force to ensure the right personnel would be on hand for any endeavors down the road.

"They were trying to understand how sailors moved through their careers in the Navy, why they stay and why they sometimes leave," Kelly

said. "By simulating people moving through their careers, they could find out where gaps might occur this year, next year and in the future."

Using OptTek's simulation technology, the Navy could determine how changes in its incentive structure or benefits could keep the most critical people in the organization.

"Depending on specific attributes of an individual, like gender, ethnicity, age and life experience, the likelihood of staying in the Navy goes up or down," Kelly said. "We could help them simulate that and plan for the future."

As soon as the team saw the model's success in a military application, Kelly said, they knew the idea had merit and focused on replicating it for use in the commercial sector.

In 2008, after receiving a \$450,000 Small Business Innovation Research grant from the National Science Foundation, the project morphed into the company's latest product, OptForce. Currently in beta mode, OptForce is slated to hit the shelves later this year, Kelly said. Several Denver-area companies are already testing it to provide the company with critical feedback

► See **Software, 11B**



PETER WAYNE

Boulder-based OptTek Systems Inc.'s executive officers are, from left, James Kelly, chief executive and president; Fred Glover, chief technology officer; and Jay April, chief development officer.

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SOFTWARE from 10B

about the product.

This new product, OptForce, has earned OptTek a Boulder County Business Report 2009 IQ Award in the Internet software: business category.

OptTek was founded in 1992 and is a provider of optimization technology for simulation software. The company's flagship product, OptQuest, is integrated into more than 95 percent of simulation software products sold today. In 2004, the company had revenues of more than \$2 million.

Designed primarily for large-scale companies with thousands of employees, OptForce takes the data captured by human resource departments and, using simulation technology, optimizes the work force over the employment life cycle from recruiting to retirement.

Once employees are segmented into groups, the modeling software then calculates objectives such as health care, employee engagement, diversity goals and retention to effectively manage costs and plan for shifts in company strategy.

"Part of our challenge is to understand what segmentation makes sense," Kelly said. "Our goal is to get

software delivered by their channel partners.

Brian Wilkerson, global practice director for talent management at Watson Wyatt, is one of those testing the beta version of OptForce. Alerted to the product by a colleague, Wilkerson said he thinks it's a unique product in the marketplace.

"I really saw it as an opportunity to push the boundaries in work force planning," he said. "It's pretty innovative."

Wilkerson said companies are demanding more statistical modeling and optimization tactics in their work force planning. Many operations experts are becoming interested in

human resources and, because they have used modeling in operations planning, are looking to apply it to human resources management. "It's definitely something we are seeing more of," he said.

After using OptForce with one client who is redeploying its work force due to new production locations, Wilkerson said the tool allowed the client to shave a significant amount off the costs associated with the new requirements.

"We did it by hand then calculated using the tool, and it came up with a 20 percent better — better meaning cheaper — solution," Wilkerson said.

"It's very unique in terms of what

OPTTEK SYSTEMS INC.

1919 Seventh St.
Boulder, CO 80302
303-303-447-3255
www.opttek.com
James Kelly, chief executive, president
Employees: 14
Primary service: optimization software for companies that employ simulation
Founded: 1992

is available for work force planning," he continued. "Right now, they have a real niche. There are other tools that do work force planning but not any that do it using optimization as the background."

“Many companies are focused on success planning or tracking a few critical people to groom them as executives. We’re looking more at the entire work force.”

James Kelly
CHIEF EXECUTIVE,
OPTTEK SYSTEMS INC.

it right for a large segment. We might get it wrong for one individual, but the goal is to get it right over a large number of individuals."

Kelly cited the economy as one variable the software can model. "The chances of someone leaving a job go down quite a bit in an economic situation like we have right now. But when the economy is stronger, the chance is much greater."

Although other companies are "attacking various pieces" of the work force planning challenge, Kelly said, the competition's offerings aren't nearly as flexible and holistic a solution as OptForce.

"Many companies are focused on success planning or tracking a few critical people to groom them as executives," he said. "We're looking more at the entire work force."

When the product is available, it most likely will be sold directly to the end-user in a software-as-a-service model, with scalable pricing based on employee head count, Kelly said. Another option is to bundle it with

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Finding information online in real time

OneRiot's search engine scans Internet to update results every 36 seconds

BY JEFF THOMAS

news@bcbr.com

BOULDER — There can be little doubt real-time Web searches are going to change the way information across the globe is exchanged.

"I think this is the first time search (the industry) has become interesting in the last 10 years," said Kimbal Musk, the chief executive of Boulder-based OneRiot Inc., largely acclaimed as the Web's leading real-time search engine, to date. "A lot of people in the search industry said it couldn't be done."

What OneRiot has done is bring real-time searching to some of the most common means of sharing content, links on the social Web. Of course, there are some significant players in the real-time searching market, including Twitter and Collecta, with Google and Microsoft Corp. interested in the space. But both Twitter and Collecta are more conversation orientated, where OneRiot indexes shared content.



JONATHAN CASTNER

Kimbal Musk, chief executive of OneRiot Inc. based in Boulder, used his Internet savvy to help make the company's real-time Internet search engine an industry leader.



the front page of keyword searches. But for hot stories, such as the recent death of Michael Jackson, those stories show up quickly and clearly on OneRiot searches, as people shared the original story from the celebrity site, TMZ.com.

"TMZ.com is not even considered a news source by Google, but the story had unbelievable momentum — that's an example where the real-time Web really shines," Musk said. Perhaps more impor-

perhaps Iran's supreme leader trying to track the popularity of his presidential selection. With the ascension of the social Web, especially Twitter, the overall implication for tracking this shared information is rather incredible.

OneRiot was founded by New York City pals Robert Reich, now vice president of product; Peter Newcomb, chief technology officer, and David Mandell in 2006, well before Twitter was a household name. Their

“It's a very competitive space, but OneRiot's been working on it longer than anyone, and we're growing phenomenally.”

Kimbal Musk

CHIEF EXECUTIVE,
ONERIOT INC.

tantly, the search engine finds and displays, linked content from non-news sources, for instance Shaquille O'Neal's tweet congratulating Kobe Bryant for winning the 2009 NBA championship.

For public information specialists, journalists and politicians, that demands attention: From the forestry official tracking information on Boulder County's big wildfire last year (another big day for shared unofficial reports, photos and videos that were tracked on OneRiot) to

initial goal was to make it easier to find information about friends on line, hence the focus on the social Web.

They were also connected to Musk, whose early foray into the Internet, Zip2, sold for \$307 million in cash and led to advising and investing in other Internet and software startups, including PayPal. They moved the shop to Boulder and the company has 30 employees today, most with a lot of letters after their names, such as PhD.

ONERIOT INC.

1050 Walnut St. Suite 202

Boulder, CO 80305

303-938-3040

Kimbal Musk, chief executive

Employees: 30

Primary service: real-time search results on the Internet

Founded: 2006

Working with Yahoo, an early partner, led to changing the focus to searching, and partnership through other applications remains and important element of the company's growth strategy. Today, a OneRiot search bar can come packaged in Microsoft's IE8, and also with social Web add-on applications, including a Firefox app.

For now, that's the focus of OneRiot's staff, to get the search out there and on as many browser tool bars as possible.

"We really are focused on growth," Musk said. "You cannot do growth and monetization at the same time." Leading investors in OneRiot currently are Commonwealth Capital Ventures, Spark Capital and Appian Ventures.

"It's a very competitive space, but OneRiot's been working on it longer than anyone, and we're growing phenomenally," he added. "There may be some places where we and our competition is neck and neck, but there's other areas where we're clearly a year ahead."

INNOVATION from 3B

port for the residents.

Finalists

Circle of Care Project, Boulder: Circle of Care Project helps connect elders with cultural events, enrichment programs and fun activities. The outings enhance seniors' quality of life in physical and mental health, and well-being by preventing isolation, loneliness and stagnancy. All activities are provided at no cost to elders who wish to participate.

eGo CarShare, Boulder: eGo CarShare offers members a variety of fuel-efficient vehicles as well as pickup trucks to use on a short-term basis without the hassles of ownership. It charges \$4.50 per hour and 30 cents a mile. The cars are reserved in advance via phone or online and then accessed with a coded key.

SPORTS & OUTDOORS

Winner

HydraPouch LLC, Boulder: HydraPouch makes a product by the same name designed to eliminate the use of paper cups during road and trail races. The soft silicone refillable 6-ounce rubber pouch clips on the runner's shorts when not in use and can quickly be filled at aid stations using a high-speed dispensing valve. The pouch conforms to the shape of any size hand, is splash resistant when closed, and has a molded spout through which a runner can easily sip while running at any pace.

Finalists

Crocs Inc., Niwot: Crocs' new footwear, Prepair, is designed to help wearers recover between athletic activities. They come in a classic clog, traditional slide and flip-flop. The shoes features Croslite Ag material footbeds that are anti-bacterial, anti-fungal and do not compress. The fit allows the foot to bend and expand naturally, reducing peak pressure points, and spreads body weight over a broader surface consequently relieving strain on the musculoskeletal system.

Move Sports Inc., Boulder: Move Sport's RecoFit is a compression sleeve that fits over the leg. It increases blood flow to the heart and appears to shorten recovery times after long runs.

SUSTAINABILITY

Winner

Eetrex Inc., Boulder: Eetrex, formerly Hybrids Plus, creates embedded software and hardware for electric-vehicle battery systems. The embedded software can control smart power electronics, facilitating SmartGrid and vehicle-to-grid systems.

Finalists

Next Generation Energy LLC, Lafayette: Next Generation Energy's Zilla is a patent-pending roof mount for solar panels. Zilla's flashing assembly protects parts from the

elements that could cause degradation to the mount, eliminating the need for sealants or caulking.

WattsGoingDown, Boulder: WattsGoingDown's software as a service by the same name shows how energy-consuming and producing devices such as HVAC systems, motors, lighting and solar panels contribute to total energy consumption and peak energy use every minute of every day. With WattsGoingDown, energy managers uncover opportunities to reduce energy expenses, save energy, manage peak demand and validate the results of their work.



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2009

Nomination

Deadline: September 8, 2009

The Boulder County Business Report presents the inaugural 40 Under 40 event, honoring the area's emerging leaders. These are the young people who are shaping and will continue to shape the future of the Boulder Valley.

We invite you to submit candidate nominations or to apply yourself. The deadline is September 8, 2009. A panel of Boulder Valley community leaders will select the final 40. Honorees will be recognized during 40 Under 40 Event October 22 at the Boulder Theater. They will also be profiled in the October 30 issue of the Boulder County Business Report.

Qualifications: The 40 Under 40 candidate must...

- Be under 40 years old as of September 30, 2009
- Made significant contributions of time and talent to the Boulder Valley Community
- Have had an impact on his or her organization
- Show potential for being a leader during the next decade
- Live or work in Boulder or Broomfield counties

40 Under 40 Nomination

Nominee's/Applicant's First Name _____ Last Name _____

Age _____ Birth date _____

Company _____

Current Title _____

Nominee's Work Telephone Number _____ Nominee's E-mail Address _____

Nomination Made By _____

Nominator's Telephone Number _____ Nominator's E-mail Address _____

References

Please list the name of the person in charge of the nominee's organization.

1. Name _____	2. Name _____
Company _____	Company _____
Title _____	Title _____
Phone _____	Phone _____
E-mail _____	E-mail _____
Address/City/State/Zip _____	Address/City/State/Zip _____

Please list a minimum of two business and/or community leaders for reference:

1. Name _____	2. Name _____
Company _____	Company _____
Title _____	Title _____
Phone _____	Phone _____
E-mail _____	E-mail _____
Address/City/State/Zip _____	Address/City/State/Zip _____

Business & Personal Accomplishments

What impact has the nominee had on his or her organization? (40-50 words maximum, please) _____


What are the candidate's most significant achievements in the community? (40-50 words) _____

Why do you think this person will be a Boulder Valley leader in the next decade? (40-50 words) _____

Nominations may be:
E-mailed to news@bcbr.com
Faxed to 303-440-8954

Mailed to
40 Under 40 Nominations
Boulder County Business Report
3180 Sterling Circle
Boulder, CO 80301-2338

E-mail high resolution photo of nominee to dstorum@bcbr.com; subject: "40 Under 40 Nominee Photo"



www.BCBR.com

Mass producing 'living' vaccine for bone loss

Amgen scientists find right formula to take denosumab to market

BY RYAN DIONNE
rdionne@bcbr.com

BOULDER — With the hopes of preventing abnormal bone loss, Amgen Inc. developed denosumab, a drug that was nearly two decades in the making.

Denosumab was developed at Amgen's West Coast offices in California and Washington, but the



MICHAEL MYERS

Amgen Inc.'s Dave Bengston, left, Colorado operations vice president, and Bob Harker, manufacturing executive director, stand in front of a fermentation unit in the company's production plant in Boulder that triggers the living cells to start producing the vaccine denosumab.



LIFE SCIENCES

researchers there turned it over to the company's Colorado offices in Longmont and Boulder to find a way to create enough of the drug for trials and, if it's approved, mass production.

For scaling the new drug and adapting along the way, Amgen received a Boulder County Business Report 2009 IQ Award in the life sciences category.

"Once they develop the recipe, we deal with the engineering," said Ali Siahpush, Amgen's executive director of process development.

And trying to scale a group of

living cells in a container the size of a large soft drink to a container three times the size of a tanker truck isn't easy.

► See **Vaccine**, 15B

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VACCINE from 14B

Siahpush said he and his team of scientists encountered a host of complications including heat-transfer problems. In order to keep the cells happy so they can be turned into a vaccine, his team needed to maintain a constant temperature, pressure, oxygen and pH level.

"These are living cells, and that adds a different complexity," said Bob Harker, Amgen's executive director of manufacturing.

If the right conditions aren't sustained the cells die, and Amgen's project is delayed. If the cells are agitated too much, they break open or die, and the project is delayed. That's why precision is important.

"If our (batches) here in Colorado failed, we would have delayed bringing this product to market for 18 months," said Diana Sherman-Palmer, a spokeswoman for Amgen.

While each drug made has similarities in the production process, there are many problems that arise requiring innovations on how to solve them. The production of denosumab was no different, Siahpush said.

The Thousand Oaks, Calif.-based biopharmaceutical company's drug is designed to balance bone loss with the body's ability to produce new bone.

"Your bones are not static, so your body is constantly making new bone and absorbing old bone," Siahpush

determine the drug's effectiveness.

The most promising treatment is for postmenopausal osteoporosis.

Amgen (Nasdaq: AMGN) recently faced a Federal Drug Administration advisory committee that reviewed denosumab's effectiveness in various applications.

The FDA's Advisory Committee for Reproductive Health Drugs reviewed the drug's use in preventing further bone loss in postmenopausal osteoporosis as well as the prevention of bone loss in patients undergoing hormone ablation therapy for prostate or breast cancer.

The committee approved the biopharmaceutical company's drug,

which is injected every six months, for treating postmenopausal osteoporosis as well as prostate cancer, but said insufficient information was available for treatment of breast cancer as well as low-risk patients for all three potential uses.

While the FDA isn't required to follow the committee's recommendation, it often does.

Whether it stems from a friend or family member with an ailment or something else, Dave Bengston, Amgen's Colorado operations vice president, said the company will continue to find innovative ways to improve a person's health.

"The company has a mission to serve patients," Bengston said. "The

AMGEN INC.

4000 Nelson Road
Longmont, CO 80503
5550 Airport Blvd.
Boulder, CO 80301
303-401-1000
www.amgen.com
Dave Bengston, Colorado operations vice president
Employees: 980 in Boulder Valley
Primary service: develop biopharmaceuticals
Founded: 1980

people in this organization and throughout Amgen embrace that mission. It's an inspiration to come to work everyday. It's not just lip service."

“The company has a mission to serve patients. The people in this organization and throughout Amgen embrace that mission. It's an inspiration to come to work everyday. It's not just lip service.”

Dave Bengston

COLORADO OPERATIONS VICE PRESIDENT,
AMGEN INC.

said. In an average lifespan, a human body reproduces its entire skeleton about seven times.

But when bone is absorbed faster than it's produced, health complications, such as osteoporosis, surface. Siahpush equated the scenario to trying to knock down a brick wall while someone else tries to rebuild it. If it's being demolished faster than rebuilt, pretty soon the wall will have holes in it.

Using the protein secreted from the cells harvested from hamster ovaries, Denosumab slows the human cells that breakdown bone in order to let the bone-building cells catch up.

That poses real potential for people with osteoporosis, rheumatoid arthritis, and, potentially, cancer.

All three health ailments are currently being considered or undergoing studies in various stages to

Categories Include:

Business Award – Honors a business for a company wellness program, healthy work environment, ergonomics program, or other health-related activities.

Community Service – Honors an individual or organization for leadership by focusing on a particular health-care issue.

Distinguished Service – Honors a health-care professional for at least 20 years service in health care.

Emergency Services – Any person or organization who has gone above and beyond the call of duty in a life-saving endeavor.

Professional Award – Honors a health-care administrator who has displayed excellence within their organization.

Support Services – Honors an individual in medical support services, such as pharmacists, physicians assistants, nurses, physicians, researchers, technicians, etc., for outstanding contributions to the health-care profession.

Volunteer Award – Honors an individual or organization for leadership by focusing on a particular health-care issue, in a volunteer capacity.

Nomination Deadline: August 31

Award being nominated for: (check one)

Business Award Community Service Distinguished Service
 Emergency Services Professional Award Support Services
 Volunteer Award

Health-Care Hero Nominee _____
Name of Company: _____
Address: _____
Phone: _____ Fax: _____
Web site: _____
Description of Business _____

Nomination form should be accompanied by a write-up of no more than 500 words as to why the nominee should be considered. The write-up should answer the following questions:

1. How does this individual, company or organization meet the criteria for this award?
2. What has the nominee done that is heroic? Relate either specific incident or pattern of contributions.

Supporting documents, such as resume and curriculum vitae, are welcome.

Nominated by: _____
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Call 303-440-4950 for information or nominate your hero online at www.BCBBR.com!

SmartHome improves life for disabled

Imagine!'s innovative ideas allow residents to live independently

BY KEELY BROWN
news@bcbr.com

LAFAYETTE — Imagine living in a home that tells you how to cook, alerts you as to your personal care needs and enhances the quality of your life with the latest technology.

That's just what the aptly-named Lafayette-based nonprofit organization Imagine! did. It imagined and then created the SmartHome for people with disabilities.



PETER WAYNE

Each resident at Imagine!'s SmartHome in Boulder has their own wireless control panel that operates items ranging from window shades to televisions to lights. Here, Greg Welles, Imagine!'s director of adult services, works on the unit with resident John Rohrer. The high-tech home improves the safety and quality of life for people with developmental disabilities.

The idea of creating the nation's first SmartHome using high technology to enable and empower people with developmental disabilities to live as independently as possible, came about a decade ago, said Fred Hobbs, Imagine!'s director of marketing and communications.

This innovative approach to enhancing the quality of life for the disabled earned Imagine! a Boulder County Business Report 2009 IQ Award in the nonprofit category.

Established in 1963, Imagine!'s goal is to ensure that people with developmental disabilities can experience the same opportunities and quality of life as everyone else. For more than four decades, Imagine! has provided residential living facilities and services for people in Boulder and Broomfield counties who live with the developmental disabilities that are caused by a variety of conditions such as Down syndrome, autism and cerebral palsy.

"The developmental disabilities service system is in a crisis," Hobbs said. "There's a lot more need than there are resources to meet that need. That's why we started looking at the idea of using technology to overcome some of this resource gap."

"Technology today provides a lot of opportunities for individuals to become more independent. By learning to use these technologies, they don't need someone by their side to handle the everyday aspects of life."

Hobbs said it costs an average of \$65,000 to house an individual in one of Imagine!'s residential homes. "But just imagine," he said, "if, instead, an individual could live on their own or

with family members or loved ones, with just the assistance of a piece of technology that costs five or ten thousand dollars."

The first SmartHome, which opened in Boulder this past July, houses eight individuals. Each resident receives a Medicaid waiver that takes care of living expenses, so that there's no extra cost for them to live there. In addition, all construction and technology implementation costs — which total between \$1 million and \$1.5 million for each SmartHome — are completely paid for by private and corporate donations and grants,

vidual to operate it. The glass induction stovetop not only heats the pan by magnetism but actually holds the pan down to the cooker, thus preventing accidents. In addition, adjustable counters in the kitchen — as well as every other room — can be raised up and down to accommodate wheelchair height.

Each residential room is equipped with a computer — and throughout the house there is online software that tracks individual medication administration, so that staff members, who remain in the house 24 hours a day, are alerted when medication is need-

“The developmental disabilities service system is in a crisis. There's a lot more need than there are resources to meet that need. That's why we started looking at the idea of using technology to overcome some of this resource gap.”

Fred Hobbs

DIRECTOR OF MARKETING,

IMAGINE!

as well as grants from the cities of Longmont and Boulder and the U.S. Department of Housing and Urban Development.

The SmartHome kitchen is equipped with task prompters that can give step-by-step instructions on how to cook certain recipes, complete with photos and voice prompts. Each resident has a card with a microchip that tells the stove whether or not it is safe for that indi-

ed. In addition, residents have access to communication devices throughout the house which can be used to operate everything from lighting and temperature control to televisions and DVD players.

Each SmartHome incorporates the latest green technologies, including energy efficient lighting, photovoltaic panels, geothermal and solar thermal systems of heating and cooling and water-reducing flushometers.

IMAGINE!

1400 Dixon St.
Lafayette, CO 80026
303-665-7789

www.imaginecolorado.org

Mark Emery, executive director; Susan LaHoda, executive director of Imagine! Foundation

Employees: 428 full and part time, 288 Medicaid funded, 116 volunteers

Primary service: provide housing and services for people with developmental disabilities

Founded: 1963

Those individuals chosen to become SmartHome residents are given that opportunity for the rest of their lives. "Barring a change in their needs, this is their home for life," Hobbs said. "We want them to have the kind of stability any of us would want."

Imagine!'s next SmartHome, being built in Longmont, will be 5,146 square feet and is scheduled to be ready for residents by late spring 2010.

Hobbs said the two SmartHomes will remain as prototypes, and Imagine! has no plans to create any more. But the organization hopes to raise sufficient grant funding in order to implement a formal study of the two houses, which would measure the success of the project in the lives of its residents.

"To be honest, we're not suggesting that people should build something like this," Hobbs said. "Rather, we want to showcase what needs to be done to develop these technologies and see how they can work for the people we serve."

Eliminating paper cups at road races

HydraPouch's products can reduce paper waste, bottlenecks at aid stations

BY DOUG STORUM
dstorum@bcbr.com

BOULDER — Craig McSavaney's road to success will not be strewn with paper cups.

The founder of Boulder-based HydraPouch LLC has created a pair



SPORTS & OUTDOORS

of products that could go a long way in reducing the traffic jam at aid stations and ultimately eliminate the use of paper cups at road and trail races.

A soft silicone refillable 6-ounce rubber HydraPouch clips on a runner's shorts when not in use, is easy to drink from and can quickly be filled at aid stations using a high-speed dispensing valve, the HydraPour.

The pouch conforms to the shape of any size hand, is splash resistant when closed and has a molded spout through which a runner can easily sip while running at any pace. The pouch's top opens wide for filling by simply squeezing it between one's thumb and forefinger.

The HydraPour connects to a beverage cooler and can fill any container at the rate of 6 ounces per second, reducing the bottleneck of runners at aid stations. It can be installed on any standard beverage cooler without the use of tools, and an ordinary 5-gallon beverage cooler can serve 38 runners per minute.

It is operated by a runner with one hand and can be used to fill belt flasks, hand-held bottles as well as HydraPouches. It can help race organizers not just by eliminating paper cups, but it will reduce the number of volunteers needed and improve race safety by not having paper cups to trip on. More than 76 million paper cups are used in races in the U.S. each year, including more than 450,000 in the Boulder Boulder alone.

Key people involved in the development of the products were McSavaney, his wife, Dawn, plus numerous local runners, coaches, race directors, designers and hydration and ergonomics experts.

The inventions have earned HydraPouch a Boulder County Business Report 2009 IQ Award in the sports and outdoors category.



PETER WAYNE

Craig McSavaney, founder and chief executive of HydraPouch LLC in Boulder, shows his inventions, the HydraPour and HydraPouch, which can reduce congestion at aid stations and eliminate the use of paper cups at running races.



PETER WAYNE

The HydraPour can fill a 6-ounce container in one second.



PETER WAYNE

A runner can easily sip from the HydraPouch while running at any pace.

“The scary thing for me, frankly, was as soon as I had the idea, and prototyped it and showed it to folks, I very quickly came to believe that it was a very good idea and had a lot of potential.”

Craig McSavaney

CHIEF EXECUTIVE,
HYDRAPOUCH LLC

Before launching HydraPouch, McSavaney was vice president of engineering at Tendril Networks in Boulder, an IQ winner last year.

But he also is a middle-of-the-pack runner who weekend after weekend was delayed at aid stations waiting for a drink and ankle-deep in paper cups.

“Nobody was addressing this problem,” he said. It frustrated him to the point that he began thinking about a solution.

“The idea happened relatively

quickly, but it took six years from when I first began wrestling with this problem, the problem being that these paper cups are just a miserable way to try and hydrate during a road race,” he said.

He started thinking about it in 2001 but didn't have what he thought was a good idea that could be turned into a product until 2007. “The scary thing for me, frankly, was as soon as I had the idea, and prototyped it and showed it to folks, I very quickly came

HYDRAPOUCH LLC

1550 Blue Sage Court
Boulder, CO 80305
720-771-7973
www.hydrapouch.com
Craig McSavaney, CEO
Employees: 2
Primary service: manufacture beverage dispensers and drink containers for road runners.
Founded: 2008

to believe that it was a very good idea and had a lot of potential.”

But because his background was in IT, he immediately clammed up and didn't show it to anybody. “I had no experience in manufacturing or industrial design. So it took a very long time to develop this because I was paranoid. I mean, I spent months working on protecting the IP, and then it took me months to figure out, how do you prototype something? Which in this country, it turns out to be fairly difficult. And then it takes many, many more months to figure out how you actually manufacture it. So it took a long time, and I wish it had been a spark and happened much more quickly. It would have saved me a heck of a lot of money if it had.”

In the three months since the pouch and pour products were launched, they have been featured in national running publications and are carried in several retail stores including Fleet Feet in Boulder and SolePepper Sports in Louisville, and they have been used to reduce cup use in nearly a dozen races.

McSavaney said his primary market consists of the approximately 10 million entrants in road and trail races each year in the U.S., and the race directors and beverage sponsors who put on those races. The HydraPouch has a suggested retail price of \$16.95, and at the moment, McSavaney will loan HydraPour dispensers to race organizers.

Battery-charger system tailored for e-vehicles

EETrex's Inverger charges cars; delivers unused juice to power grid for home use

BY KEELY BROWN
news@bcbr.com

BOULDER — Carl Lawrence foresaw the need for hybrid vehicles in the commercial market more than two decades ago.

Since then, the Boulder engineer and entrepreneur's electric conversion plug-in systems and vehicle-to-grid battery chargers have made great inroads in the development of hybrid and electric vehicles.



JONATHAN CASTNER

Carl Lawrence, founder of EETrex Inc. in Boulder, and his team of engineers have created the Inverger, a combination charger/converter that allows the user to charge and store energy in an electric vehicle during peak times of wind or solar accessibility and then feed it back into the grid.

Lawrence's years of work developing an electric battery unit for commercial vehicles first paid off in 1997 when Denver's Regional Transportation District awarded him a contract for a fleet of 26 electric-powered hybrid vehicles. Dubbed the "Columbine Bus," Lawrence's mini-vans took to the streets as the nation's first large-scale use of hybrid technology in mass transportation.

In 2006, Lawrence founded Hybrids Plus, a company that manufactured and marketed a conversion battery unit for use in commercial utility vehicles.

In summer 2009, Hybrids Plus became EETrex, and now is manufacturing and marketing Lawrence's latest innovation, a power system called the Inverger. The innovation has earned EETrex a Boulder County Business Report 2009 IQ Award in the sustainability category.

The Inverger is a combination charger/converter that allows the user to charge and store energy in the vehicle during peak times of wind or solar accessibility and then feed it back into the grid.

In addition to this "vehicle-to-grid" use, another asset is that the Inverger can be used for "vehicle-to-house," so that consumers can use their car to supply power to their homes in case of an emergency situation or power outage.

Susan Nedell, EETrex's senior vice president of business development, said the Inverger has been under development for the last 18 months. It is in the beta stage and is being shown to the nation's leading automotive manufacturers.

Nedell said this hybrid technology

created by Lawrence and chief technical officer and engineer Kathryn Miles has been years in the making.

"This isn't new for them," Nedell said. "They've been building these electric vehicles for more than 20 years, and they understand battery systems and electric motors.

"The demand for this electric-vehicle technology will be increasing and not a lot of companies specialize in this," she added. "We feel it is a unique device. The solar industry uses inverters, and chargers have been around for a long time, but we're

EETrex is also developing a "smart charger" that will allow the user to have control over when the vehicle charges itself. Users can look at times of day when rates are cheapest and activate the charger accordingly. Internet technology will play a part; Nedell said users can check Web sites to get information about peak times for charging. While this technology will need the cooperation of utility companies, Nedell said that in some states, such as California, utility companies already are showing day-part rates on their Web sites.

“The demand for this electric-vehicle technology will be increasing and not a lot of companies specialize in this.”

Susan Nedell

SENIOR VICE PRESIDENT OF BUSINESS DEVELOPMENT,
EETREX INC.

the only ones who have developed a device like this that can go into any vehicle."

The independent system can go into any vehicle straight from the manufacturer — either after-market, or as a part that has gone into the vehicle during the manufacturing process on the assembly line. "Our goal is to get it in as part of the automobile manufacturing process," she said.

The smart charger is being developed in the beta stage and is being shown to the nation's leading automotive manufacturers. In addition, EETrex is continuing to develop its signature battery pack conversion systems, this time for private consumers as well as industrial customers.

"The next generation conversion system will be available in the fall, and it will be for personal use," Nedell said. "The battery pack will be smaller

EETREX INC.

3245 Prairie Ave.
Boulder, CO 80301
303-444-0569
www.eetrex.com
Carl E Lawrence, founder, chief executive
Employees: 28
Primary service: systems and battery chargers
for electric vehicles
Founded: 2006 (as Hybrids Plus)

and more affordable."

Another incentive, Nedell added, is that tax credits from the state of Colorado should soon motivate automobile users to switch to electric conversion packages. The rebate just passed by the Legislature, provides for a state income tax credit of up to 75 percent of the hybrid/PHEV conversion price, and will offer up to a \$6,000 credit for each hybrid vehicle converted under compliance. And for vendors, the U.S. Department of Energy has put out sufficient stimulus money, Nedell said, to motivate the manufacture and development of these systems.

"Our goal is that, starting in 2011 and 2012, the original equipment manufacturers will be developing their own plug-in vehicles, and we will be supplying battery systems and chargers to them to be part of the manufacturing process," Nedell said.

In the three years since its formation as Hybrids Plus, the company has grown to 28 employees. EETrex exceeded \$1 million in revenue in fiscal year 2008.

IQ Awards: Past winners 2000-2008



2008

The Innovation Party

Business – Envysion Inc., Louisville
 Communications – Tendril Networks Inc., Boulder
 Computer – StillSecure, Superior
 Consumer – Quintess LLC, Broomfield
 Internet/Software: Business – HiveLive Inc., Boulder
 Internet/Software: Consumer – Socialthing, Boulder
 Medical – Tensegrity Prosthetics Inc., Boulder



Nonprofit – Crayons to Calculators, Boulder
 Sports & Outdoors – Optibike LLC, Boulder
 Sustainable Business – Eco-Cycle Inc., Boulder

2007

Upload Your Innovation

Business – TechStars, Boulder
 Communications – Aztek Networks Inc., Boulder
 Computers – DPHI Inc. (dba DataPlay), Longmont
 Consumer – AeroGrow International Inc., Boulder
 Internet – Lijit Networks Inc., Louisville
 Medical & Health – Otologics LLC, Boulder
 Nonprofit - Intercambio de Comunidades Boulder
 Software – Lingoport Inc., Boulder
 Sports & Outdoors – EarthRoamer, Broomfield
 Sustainable Business – Range Fuels Inc., Broomfield



2006

The Search for Innovation

Business - NextAction Corp., Westminster
 Commercial & Industrial - TrapTek LLC, Longmont
 Communications - SkyeTek Inc., Westminster
 Computers - Spark Fun Electronics Inc., Boulder
 Consumer - AllergyKids, Boulder
 Internet - GroupSystems Corp., Broomfield
 Medical & Health - Analytical Spectral Devices Inc., Boulder
 Nonprofit - Our Love of Children Foundation, Longmont
 Software - Solidware Technologies Inc., Boulder
 Sports & Outdoors - SkirtSports Inc., Boulder

2003

Xtreme Innovation

Taking Risks, Changing the World

Business - CTEK
 Commercial & Industrial - Ionic Fusion Corp., Longmont
 Computers - Cornice Inc., Longmont
 Consumer - IZZE Beverage Co., Boulder
 Internet - LifePics Inc., Boulder
 Medical & Health - Roche Colorado Corp., Boulder
 Nonprofit - YWCA Children's Alley, Boulder
 Software - CreekPath Systems Inc., Longmont
 Sports & Leisure - GoLite LLC, Boulder
 Telecommunications - Roving Planet Inc., Boulder



2004

Go for the Gold! Innovation Games

Business - Micro Analysis & Design Inc., Boulder
 Commercial & Industrial - LightLouver LLC, Boulder
 Computers - Storage Technology Corp., Louisville
 Consumer - Pharmaca Integrative Pharmacy, Boulder
 Internet - Massively Parallel Technologies Inc., Louisville
 Medical & Health - Medivance Inc., Louisville
 Nonprofit - Medicine Horse Program, Boulder
 Software - Webroot Software Inc., Boulder
 Sports & Outdoors - Classic Sport Companies Inc., Broomfield
 Telecommunications - Intrado Inc., Longmont



2005

Ah-haa! Great Moments of Inspiration

Business - Nightriders Inc., Boulder
 Commercial & Industrial - Strion Air Inc., Louisville
 Computers - Conduant Corp., Longmont
 Consumer - Crocs Inc., Niwot
 Internet - Umbria Communications Inc., Boulder
 Medical & Health - MicroPhage Inc., Longmont
 Nonprofit - Peace Initiatives Institute, Boulder
 Software - Rally Software Development Corp., Boulder
 Sports & Outdoors - Colorado Altitude Training Inc., Boulder
 Communications - Fidelity Comtech Inc., Longmont



Honoring American Innovation

2002

Honoring American Innovation

Business - Micro Analysis & Design Inc., Boulder
 Commercial & Industrial - LightLouver LLC, Boulder
 Computers - Storage Technology Corp., Louisville
 Consumer - Pharmaca Integrative Pharmacy, Boulder
 Internet - Massively Parallel Technologies Inc., Louisville
 Medical & Health - Medivance Inc., Louisville
 Nonprofit - Medicine Horse Program, Boulder
 Software - Webroot Software Inc., Boulder
 Sports & Outdoors - Classic Sport Companies Inc., Broomfield
 Telecommunications - Intrado Inc., Longmont



2001

Mission Impossible

Business - Cooking School of the Rockies, Boulder
 Computers - Zight Corp., Boulder
 Consumer - Noodles & Company, Boulder
 Internet - Finali Corp., Westminster
 Medical - Cardio-optics Inc., Boulder
 Nonprofit - Culture of Giving, The Community Foundation Serving Boulder County, Boulder
 Software - Electric Rain, Boulder
 Sports & Outdoor Recreation - GoLite LLC, Boulder
 Telecommunications - Centurion Wireless Technologies Inc., Westminster

2000

Premier IQ Awards

Business - Intelligent Office, Boulder
 Consumer - Bella Essentials Inc., Boulder
 Children's Products & Services - Team Labs, Boulder
 Computers - DataPlay Inc., Boulder
 Health & Medical - Hauser Inc., Boulder
 Internet - Evoke Communications Inc., Louisville
 Nonprofit - Extras! For Education, Boulder
 Software - Genomica Corp., Boulder
 Sportswear & Outdoor Recreation - Outlast Technologies Inc., Boulder
 Telecommunications - SpectraLink Corp., Boulder





Congratulations to all the winners and
nominees of the 2009 IQ Awards.

We applaud your innovation,
drive and entrepreneurial spirit.

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1155 Canyon Blvd., Suite 400, Boulder, CO 80302 • P: 303-448-7000 • F: 303-448-7099