

BOULDER COUNTY BUSINESS REPORT

\$1



HOW-TO GUIDE

Great advice
for getting
things done

Special Section

Serving Boulder and Broomfield Counties
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JONATHAN CASTNER

Steven McCarthy, founder and chairman of Louisville-based Além International Management Inc., sits among an assortment of marketing materials the event-management company has created for its clients. Among high-profile events, Alem has organized the Olympic Torch Relay for the past four Olympics.

Low-key maestro of high-profile events

Além International in Louisville handles big-name clients

BY VALERIE GLEATON
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LOUISVILLE — Steven McCarthy has participated in every Olympic Games since 1996 — not as an athlete, but as an event manager.

As founder and chairman of Louisville-based Além International Management Inc., McCarthy spent the last 30 years building an event-planning and management company that now counts some of the world's most prestigious sporting events and corporations as clients. But despite its global success, Além is still firmly rooted in its Colorado heritage.

"What we try to offer is total turnkey event management, from creation to development to execution," McCarthy said. Clients can look to Além to handle everything from

marketing and sponsorships to staffing volunteers to arranging housing, catering, transportation and security for events.

Louisville Business Section 11 A

"Our goal is for people to have the most memorable experience you could ever imagine," McCarthy said.

Another goal is taking the privately held company public. "We are looking at an initial public offering in about three years," he said.

McCarthy began his event management career in the late '70s in front of a well-known local landmark.

"It all started with the Red Zinger bicycle race outside of the Hotel Boulderado," he said. "Someone had left a note on my motorcycle the day

before asking me if I wanted to work a bicycle race, so I showed up and drove a team mechanic behind the race."

Eventually, the race became known as the Coors Classic, and McCarthy went from driver to director. He started his business practice in 1978, and incorporated Além International in 1991, a company that offered logistical and support services for "anything that moved," including bicycle and motorcycle events such as the Coors Classic, the World Cycling Championships and the Tour de Trump, the New York City Marathon and the Ironman World Championships.

"The sports focus started because it was fun," McCarthy explained. "We all loved being outdoors anyway: bikes, motorcycles, horses,

► See **Maestro, 12A**

Aerospace incubator gaining momentum

BY RYAN DIONNE
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BOULDER — For a nonprofit incubator that formed in January, eSpace: The Center for Space Entrepreneurship has already taken off at a missile-like pace after it cleared its first hurdle in securing \$2 million in government funding, added new mentors and chose its first three companies to incubate.

The Boulder-based organization started in January as a collaboration between The University of Colorado and Louisville-based SpaceDev Inc. to support entrepreneurship and work force development in the space industry.

The House of Representatives recently approved \$2 million in funding for the center, but it must also be approved by the Senate and signed by the president before it's finalized.

U.S. Rep. Jared Polis, D-Colo., who pushed for the funding, said the money would come through a Department of Defense appropriations bill in fiscal year 2010.

"Colorado has a long history of leadership in the space industry and developing a thriving entrepreneurial space community is a great way to fuel our aerospace economy," Polis said. "Through their educational outreach, eSpace instills future generations with the interest and skills needed to ensure that our nation remains the world leader in space industry."

The money would be used to build an

► See **Aerospace, 22A**



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RidgeviewTel designing rural broadband network

EDITOR'S NOTE: The following is a wrap-up of breaking local business stories published daily on the Boulder County Business Report's Web site. Sign up for our free BCB Rdaily, an all local e-news report sent to your e-mail each weekday. Just click on "Register for E-Newsletters" at www.bcb.com.

BY BUSINESS REPORT STAFF
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LONGMONT — RidgeviewTel LLC is designing an open-access network to provide Northern and Eastern Colorado with broadband service.

The Longmont-based broadband communications company will help provide Internet access to residents and businesses in rural areas of those regions. The open-access network should help attract numerous providers, which should increase competition and help lower costs, according to the company.

The approximately 22,000-square-mile project is expected to cost more than \$30 million. RidgeviewTel plans to apply for government funding later this year to help pay for the project.

U.S. Rep. Betsy Markey, D-Colo., who represents much of the area receiving the infrastructure, helped push for the broadband accessibility.

"She understands the need to get this network built as well as the sense of urgency and issue of affordability,"

Vince Jordan, RidgeviewTel's chief executive officer, said in a statement. "Those residents and businesses need the same level of communications we have here in the urban corridor and together we are working hard to make that a reality."

Pharmaca promotes Panzer

BOULDER — Pharmaca Integrative Pharmacy Inc. appointed Mark Panzer chief executive officer replacing company co-founder and chief executive Barry Perzow.

Panzer served as Boulder-based Pharmaca's chief operating officer

BCB Rdaily

since October 2008 and has more than 30 years of experience in the food and drug industry. Before joining Pharmaca, he was the chief marketing officer of Rite Aid Corp.

Perzow, who founded Pharmaca in 2000, has become the executive chairman of the company's board of directors. "He is just taking on another role in the company," said Emelie Ortiz, Pharmaca's marketing manager.

Pharmaca is a pharmacy chain that provides traditional prescriptions as well as natural and "complementary health solutions" at 23 pharmacies located in California, Colorado, New Mexico, Oregon and Washington.

Amgen cuts 100 jobs

BOULDER — Pharmaceutical maker Amgen Inc. cut 100 jobs in its clinical manufacturing and quality departments, the company announced.

While the Thousand Oaks, Calif.-based company wouldn't disclose how many employees were let go at its Boulder and Longmont manufacturing facilities, Diana Sherman-Palmer, a company spokeswoman, said, "We had minimal impact in Colorado."

The only two locations the biopharmaceutical company has in Colorado are in Boulder and Longmont.

Sherman-Palmer said the company regularly evaluates inefficiencies and that these layoffs were directly related to that. She doesn't anticipate more layoffs.

However, she said, "We'll continue to reshape the company based on our business needs."

Aircell names new CEO

BROOMFIELD — Aircell LLC, a communications company that supplies Internet service to airplanes, named Ron LeMay president and chief executive officer.

LeMay, the company's former chairman of the board, has nearly 40 years of experience in the communications industry. He's replacing Jack Blumenstein, the company's former president and CEO. Blumenstein

BCBR Opinion Poll

Our online question:

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Within Colorado 36%

Out of State 40%

Out of the country 4%

What vacation? 20%

— 94 responses

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will replace LeMay as chairman of the board.

"Jack and I work well together, bringing complementary strengths to the table, as demonstrated over these past few years," LeMay said in a statement. "I'm excited to have the opportunity to help build another great communications company."

Itasca, Ill.-based Aircell, which employs 75 people in Broomfield, also signed a contract to supply U.S. Airways Group Inc. (NYSE: LCC) with its Gogo wireless Internet service beginning early next year.

While pricing hasn't been announced, Aircell's current wireless

► See **BCB Rdaily**, 10A

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Sprouts entering Boulder Valley with two locations

BY DAVID CLUCAS
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LONGMONT — A Phoenix-based natural foods grocer is expanding its national reach into the Boulder Valley.

Sprouts Farmers Market, which had already announced plans for a new store in Boulder, recently announced plans for a new store in Longmont.

The new store in Longmont will be at the Twin Peaks Mall in the former J.C. Penny space. The grocer is taking about 25,000 square feet and expects

to be open by the end of 2010, company officials said.

Mall owner Panattoni Development Co. plans to submit plans with the city for the new grocery by late 2009.

Construction for the new Sprouts Farmers Market in Boulder is already under way at 2950 Baseline Road. The building in the Williams Village Shopping Center formerly housed a 24-Hour Fitness gym. The Boulder Sprouts location is tentatively scheduled to open on Oct. 9 of this year, company officials said.

“We are honored to be able to join the communities of Longmont and Boulder,” said Doug Sanders, president and chief operating officer of Sprouts Farmers Market. “We know that residents embrace the healthy lifestyle and welcome a place to get great natural foods. We are also pleased that we can contribute to the region’s economy through the job offerings we will bring to the area.”

Sprouts typically hires 75 to 80 employees per store.

Sprouts focuses on retailing fresh produce, which it tries to purchase

from local growers when possible, and it also sells vitamins, supplements, natural meats, seafood, bulk foods, cheeses and other natural and organic grocery items.

The grocery has more than 50 stores in Colorado, Arizona, California and Texas.

The new Longmont and Boulder stores would compete with other natural and organic groceries in the area including Boulder-based Sunflower Farmers Market, Lakewood-based Vitamin Cottage and Austin-based Whole Foods.

Making magical music



PETER WAYNE

Coupe Studios Inc. partners, from front, Kip Ruepper, Scott Roche, company co-founder, and Ed Kaufman, sit in the main control room at the recording studio in Boulder. The recording studio has kept up with advances in sound technology since the 1970s and records big-name recording artists and creates music for advertisements for a long list of large companies. Partners not pictured are Meriku Lewis and Eric Singer.

Coupe Studios stands test of time in recording industry

BY JULES MARIE
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BOULDER — “In the old days, people would fly in or we’d send someone to record talent and bring the tapes back,” said Scott Roche, founder of Coupe Studios Music and Sound Design, a recording studio in Boulder.

The old days were when Roche and Patrick Cullie invested \$4,500 in home-recording equipment — widely popular in the late ’70s — and set up shop in a converted chicken coop.

The first jingle they wrote was for a local bike shop. Soon, radio station KBCO was referring its advertisers to Roche and Cullie. Coupe became the go-to studio to hire real musicians producing real music.

Fast forward to today: High-end music studios use ISDN technol-

ogy, which permits the transfer of voice, music or video data via digitized phone networks. Real-time data can be transmitted from similarly equipped studios directly to Coupe.

Coupe runs multiple sessions daily to major cities to record celebrity and voice-over talent. It can mix someone singing their original lyrics in London with a guitarist in Italy and an American drummer to record a 30-second radio spot. Coupe has even hooked students up to the International Space Station so they could talk with a cosmonaut.

The partnership changed after Cullie left, and today Coupe employs 14 people; five of whom are partners. They specialize in commercial production, original music composition and band recording.

Coupe holds a coveted spot in the

top 5 percent of businesses in the sound design and original music production industries. It has remained competitive by offering creative sound and music services, including original music scores, voice-over recordings and mixing. It works with ad agencies, film-production companies, multimedia developers and corporations.

Coupe’s staff includes composers, writers, designers, engineers, mixers, singers and many musicians.

“We always keep customer service and killer creative as our goals. We’re all very passionate; the dollars followed our passion so we could expand,” Roche said. He attributes a lack of employee turnover to their extreme passion and focus. Managed growth has allowed Coupe, which operates in a

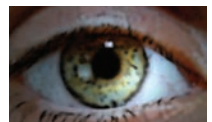
► See **Magical, 24A**

Chef Rogers understands the vibe at Oskar Blues

With a goal of matching the quality of Oskar Blues food to its award-winning beer, the brewpub hired Jason Rogers to oversee kitchen efforts at its eatery in Lyons and run the kitchen at the upcoming Oskar Blues Homemade Liquids & Solids pub in Longmont.

Rogers sports an impressive résumé and has done stints in highly acclaimed

THE EYE



restaurants in Denver, Boulder, Aspen and on the East Coast.

“The moment I met Jason I knew he understood the Oskar Blues vibe. He’s got it,” said Oskar Blues founder Dale Katechis.

Rogers said he plans to give the food the same “obsessed-with-quality

► See **Eye, 17A**



COURTESY OSKAR BLUES

Chef Jason Rogers will take charge of Oskar Blues’ kitchens.

Finalists selected for BCBR's 2009 IQ Awards

BY DOUG STORUM
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BOULDER — The Boulder County Business Report has announced the finalists for the 10th annual IQ Awards, which recognizes the most-innovative new products and services from companies in Boulder and Broomfield counties.

Winners in each of the nine categories will be announced at an evening awards ceremony beginning at 5:30 p.m., Thursday, Aug. 20, at the Lionsgate Event Center in Lafayette.

The event will include an opportunity to network with representatives

of the Boulder Valley's innovative companies, heavy hors d'oeuvres, and the presentation of awards.

Finalists for the 2009 IQ Awards, by category, are:

BUSINESS PRODUCTS/SERVICES

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

BUY TICKETS PRIOR TO AUG. 14 FOR DISCOUNT

Individual seating for the 10th annual IQ Awards is available for \$49 per person and \$450 for a corporate table that seats 10 people prior to Aug. 14. After that, cost is \$59 per person and \$550 for a table of 10. Register online at www.IQAwards.com by using either a MasterCard or Visa, or by calling the Boulder County Business Report at 303-440-4950. Space is limited. Corporate sponsorships are available by calling Emily Trayers at 303-440-4950.

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.

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.

COMPUTER

Atrato Inc., Louisville : Atrato Inc. designs energy-efficient, compact 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 compa-

table devices on the market, reducing physical space requirements.

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.

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

Clementine Art, Boulder: Clementine Art offers a line of all-natural children's art supplies; natural mod-

▶ See **IQ, 5A**

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eling 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.

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

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

IQ panel of judges possesses wide range of expertise

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — Judging is complete for the finalists and winners of the 10th annual IQ (Innovation Quotient) Awards, scheduled for Thursday, Aug. 20.

Judges reviewed nominations in the categories of Business, Computers, Consumer, Internet/Software—Business, Internet/Software—Consumer, Life Sciences, Nonprofit, Sports & Outdoors and Sustainable Business.

Judges this year are:

Tim Bour: executive director of

the Boulder Innovation Center. Bour assumed his current role in 2007, after years spent in the high-tech industry.

Frances Draper: executive director of the Boulder Economic Council. She spent 14 years in banking in Denver as a senior executive and served on the board of the Downtown Denver Partnership.

Paul Jerde: executive director of the Robert H. and Beverly A. Deming Center for Entrepreneurship at the University of Colorado Leeds School of Business. Patty Graff, also with the Deming Center, assisted

with judging.

Jerry W. Lewis: formerly the co-publisher and co-owner of the Boulder County Business Report.

Alex Sammoury: executive director of the Longmont Entrepreneurial Network, who brings more than 30 years of business and entrepreneurial experience in the high-technology industry.

Theresa Szczurek: chief executive of her Boulder-based consulting firm, Technology and Management Solutions, where she works with both emerging and established organizations worldwide.

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.

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.

INTERNET SOFTWARE/CONSUMER

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.

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.

TechoShark Inc., Boulder: TechoShark Inc.'s hoozat iPhone/iPod touch application accesses Facebook while also viewing the Facebook pro-

➤ See **IQ, 27A**

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Study: Working memory key skill for sales

BY BUSINESS REPORT STAFF
news@bcbr.com

If you're very good at remembering things when under the gun, maybe you should be in sales.

An ongoing study by NFI Research found that high-performing people working in sales are strongest in the executive skill known as working memory.

Working memory is the ability to hold information in memory while performing complex tasks.

It is one of the 12 executive skills, which are brain functions or cognitive skills that neuroscientists have

located in specific regions of the brain, primarily the frontal lobes. The term executive skills refers to the brain-based skills that are required for humans to execute, or perform tasks and manage behavior.

People generally have two or three strong executive skills and two or three weak executive skills. The others fall somewhere in between.

The most commonly found executive skills strengths in high-performing people working in sales are working memory, goal-directed persistence and planning/prioritization, the study found.

Goal-directed persistence is the

capacity to have a goal, follow through to the completion of the goal, and not be put off or distracted by competing interests along the way.

Planning/prioritization is the capacity to develop a road map to arrive at a destination or goal, and knowing which are the most important signposts along the way.

Study participants in sales include high performers from varying job titles including chief executive, chairman/owner/partner, director, manager and employee.

The strengths least commonly found in high-performing salespeople are time management and task initiation.

Time management is the capacity to estimate how much time one has, to allocate it effectively, and to stay within time limits and deadlines. It involves a sense that time is important. Task initiation is the ability to begin projects or tasks without undue procrastination.

The most commonly found weaknesses in high performing salespeople are task initiation, emotion control and organization.

Emotion control is the ability to manage emotions in order to achieve goals, complete tasks or control and direct behavior. Organization is the ability to arrange or place according to a system.

The results are based on more than 130,000 questions answered by more than 2,100 high-performing individuals including a wide range of organizations such as IBM, Cisco Systems, Symantec, LTX Credence, Teva Neuroscience, Sapphire Technologies and Nestle Waters.

AWARDS

Attorney **Beat Steiner** has been elected as a fellow to the American College of Real Estate Lawyers. Election to the college is one of the highest honors a real estate attorney can receive in his or her practice. Steiner, who works in Holland & Hart LLP's office in Boulder, was recognized for his years of outstanding work and service to the profession. Steiner has been practicing law for more than 25 years with an emphasis on the acquisition, disposition, development and financing of real estate. His practice has included many highly complex real estate and corporate transactions, including representation of the bank group financing Colorado's largest homebuilder, the joint venture developing the headquarters building of a major airline, the planned unit development for one of Boulder's largest employers, and the development of several Colorado ski areas.



Steiner

Longmont Florist, owned by **Brad Golter**, received a "Top 100 Shop" award from Teleflora for outgoing orders in 2008. Longmont Florist is a family owned, second generation full-service flower shop with two locations, serving Longmont and the surrounding areas providing fresh flowers, plants and gifts, local and nationwide delivery.

Broomfield-based **Dandy Day Corp.**, dietary supplements and skin-care products company, received 2009 Best of Broomfield Award in the Cosmetic Preparations category from the U.S. Commerce Association.

Donna Pocci of Pocci Design Group in Boulder received the 2009 first place Interior Design Award for excellence in Traditional Kitchen Design from the Colorado Chapter of the American Society of Interior Designers. The project was selected from hundreds of applicants.

Jim Linfield, a technology-oriented attorney with **Cooley Godward Kronish LLP**, will receive the 2009 Esprit Entrepreneur Lifetime Achievement Award from the Boulder Chamber at an awards dinner Oct. 8 at the University of Colorado at Boulder University Memorial Center.

NET NEWS

The Creative Alliance, a Lafayette-based public relations and marketing company, designed a Web site for Lafayette-based Cardinal Peak LLC. The new site can be found at www.cardinalpeak.com.

Lyons-based **Pretty Brainy Inc.**, a "tween" clothing company, launched an online store to sell its girls clothing. Visit the Web site and online store at www.prettybrainy.com.

Coldwell Banker Residential Brokerage has launched www.bouldercoldwellbanker.com designed for those seeking homes in Boulder County and surrounding areas. Visitors can use the Web site's consumer-based interactive property search tool to view homes that meet specific criteria prior to contacting a broker associate with Coldwell Banker Residential Brokerage.

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eSwarm developing one-stop social network

Firm working on technology to displace forums, other sites

BY LYLA D. HAMILTON
news@bcbr.com

BOULDER –Seventy-five percent of U.S. Internet users between the ages of 18 and 24 have a profile on an online social network site — MySpace, perhaps, or Facebook. Among those between 25 and 34, more than half have an online profile.

“At its core, use of online social networks is still a phenomenon of the young,” concluded the Pew Internet and American Life Project.

HIGHTECH MARKETPLACE

Boulder-based eSwarm Inc. sees business opportunity in that phenomenon.

“Today’s tightly knit generation finds online forums and other social networking technologies archaic and difficult to use,” said Matt Etlinger, vice president of eSwarm. Instead of going to one site to talk politics, another to discuss music and a third to chat with former classmates, he explained, they want one place where they can carry on all of those conversations.

eSwarm seeks to provide that place. Etlinger claimed that the



JONATHAN CASTNER

eSwarm Inc. co-founders, from left, Matt Etlinger, vice president of development, and Tim Newcomb, director of research, have a social network site in beta-testing that is designed to provide one location where users can tap into numerous online topics and conversations. Users who have joined conversations about music, environmental politics and CU alumni activities, for example, will see updates on all three on their profile pages and can respond from there.

firm’s patent-pending technology will “take what forums and other social networking technologies are already doing and make it better and more organized.” He predicted that eSwarm would garner 100,000 users in its first year.

The site has been in private beta. Officials said it would launch publicly this summer.

Like users of other social networking sites, new eSwarm users register and create profiles. On the beta site, users can browse through topics ranging from actors and agriculture through health and hobbies to sports and toys. The company says users will be able to join or monitor conversations that pique their interest.

They can also open new conversa-

ESWARM INC.

2955 Valmont Road, Suite 310
Boulder, CO 80301
303-449-4075
www.eswarm.com

John Temte, chairman and CEO; Tim Newcomb, director of research; Matt Etlinger, vice president of development and strategy; Kyle Henriksen, chief operating officer; Bryant Battenfelder, vice president of marketing and user experience; David Sturgeon, vice president of online marketing

Employees: 8
Primary service: Social networking technology
Founded: 2004

tions and invite friends and family members to join. Such “viral” expansion of the user base is crucial to eSwarm’s growth strategy.

eSwarm offers a twist on the microblogging service Twitter, which asks users, “What are you doing?” It asks, “What do you think?”

Etlinger said eSwarm is better and more focused than other social networking sites: “It’s easier to find topics and enter different conversations. And you can do it all in one place.”

Users who have joined conversations about music, environmental politics and CU alumni activities, for example, will see updates on all three on their profile pages and can respond from there.

According to Etlinger, “The site’s

► See **eSwarm, 21A**

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Small-business advocate gives Obama's plan a thumbs down

NFIB warns legislation could hurt little firms

While advocating some type of health-care reform, the folks at the National Federation of Independent Business are fully convinced the current proposed bill would drastically hurt small businesses.

"We want nothing more than to have good, quality health care at the end of the day," said Michelle Dimarob, the federation's legislative affairs manager.

But the current plan, HR 3200, is far from that, according to the Washington, D.C.-based nonprofit, non-partisan group dedicated to representing small and independent businesses throughout the country.

Small businesses, like the thousands in the Boulder Valley, typically have a hard enough time making ends meet not to mention providing health insurance for their employees.

However, it's typically small-business owners who feel an intrinsic need to care for the same employees who help keep their businesses operating. That's where the dilemma comes in, and that's where the National Federation of Independent Business can play a key role.

Nobody seems to know what President Barack Obama's health-care plan will actually include (I wonder if he and his advisers know), but because of facets like the employer-mandated health-insurance clause, a payroll tax penalty and a possible government-run public option, the federation said the bill would make it harder for small businesses to provide health insurance.

One reason small businesses have a harder time affording insurance for their employees is because the lack of competition that artificially increases costs. The currently proposed health-care reform bill will make that worse, Dimarob said.

That's because a potential public-private health plan run by the government may reduce the number of private insurance companies in the market creating a decrease in competition and causing private health-insurance costs to increase, she said.

On top of that, employers may have to pay a payroll tax to help subsidize health insurance for people who can't otherwise afford it. Employers with a payroll of \$250,000 or more would have to fork over up to 8 percent in payroll taxes if they don't pay 72.5 percent of premiums for an individual employee and 65 percent for a family policy.

If a small business doesn't make much money in a given year but has a payroll more than \$250,000, it could take a chunk out of the profit pie.

The payroll tax breakdown for HR 3200 is: Companies with a payroll less

than \$250,000 won't be taxed, companies with a payroll between \$250,000 and \$300,000 will be taxed 2 percent, between \$300,000 and \$350,000 will be taxed 4 percent, between \$350,000 and \$400,000 will see a 6 percent tax. Beyond that, companies can expect an 8 percent tax.

A tax like that would likely fluctuate according to how many employees are on payroll and even whether or not the employer gives them a raise, said Bill Rys, the federation's tax counsel.

While potentially putting a burden on employers, the tax could benefit a vast number of people without insurance — a main facet to Obama's push for health-care reform.

That's because the tax would fund the Health Insurance Exchange, which is essentially a marketplace or system that allows people to shop around through public and private insurance plans to pick the one best for them.

But in the first year (2013), only employers with 10 or fewer employees can participate in the Health Insurance Exchange program. The second year that changes to 20 or fewer, and, starting in the third year, it will be up to the health insurance czar.

The aspect that the National Federation of Independent Business doesn't like is that many small businesses won't be able to participate in the exchange until at least 2015 because typically small businesses are thought of as those with 50 or fewer employees.

That puts many companies at the whim of the president-appointed Health Choices Commissioner, or czar.

The commissioner also has the ability to determine which employees are considered part-time, which are full-time and which are seasonal in the eyes of the government pertaining to health insurance. Companies are, again, at the whim of the government.

"That is absolutely unacceptable," Dimarob said.

She said her organization continually hears that small businesses want meaningful reform that will increase competition among private health-insurance companies instead of more government intervention.

Stephanie Cathcart, a federation spokeswoman, said she met a businessman from Atlanta who would have to fire 15 of his 19 employees because he won't be able to make ends meet if the bill passed.

While that's a little extreme, I'm sure he's not the only entrepreneur worried about it.

Regardless of what the bill reads, Dimarob said the federation will continue advocating for small and independent businesses throughout the country. If the bill will benefit the organization's constituents, it'll get two thumbs up from it.

"If it's going to make it worse than the status quo, then we won't be able to support it," Dimarob said.



MEDICAL FILE

Ryan Dionne

THE EDGE

FOCUS: HIRING AND FIRING |

Custom résumé, open mind key for job hunters in tough economy

Learn as much as you can about prospective boss prior to interview

BY KEELY BROWN
news@bcbr.com

The job is there, right at the tips of your fingers. But then suddenly, incalculably, it slips away, leaving you to wonder — what did I do? What could I have done?

It's the nightmare that haunts every job applicant, especially in today's economy, where jobs seem scarcer than ever. But can today's job seekers really develop an edge over the competition?

The answer, according to area staffing consultants, is yes.

At SOS Staffing in Longmont, manager Tammy Fisher has a top five list of job-winning tips: Use the employer's preferred method of applying; research the company you're applying for; proofread your résumé and customize it to the job; notify your references; and sell yourself at the interview.

It all starts, Fisher said, with sending in your job application according to the company's instructions.

"Make sure you apply using the employer's preferred method," she said. "Many times, companies will list their fax, e-mail and mailing address, but they'll indicate which way they prefer that you apply. It's pretty much the first test to see if you can follow instructions."

Your résumé, Fisher said, should be redesigned to focus on the qualities needed for each specific position. If you have both technical and customer service experience, and the job is in customer service, then emphasize the latter.

When you send out that résumé, Fisher said it's important to notify your references.

"It's not only polite, but it's also prudent to give them a quick phone call or e-mail and let them know they may be called," she said. "And it also gives you a chance to remind them why they would recommend you for a job."

Finally, once you get in the door for an interview, Fisher advises applicants to make the most of it by dressing and behaving appropriately.

"They want you to show them why you are the best person for the job,



“Many times, companies will list their fax, e-mail and mailing address, but they’ll indicate which way they prefer that you apply. It’s pretty much the first test to see if you can follow instructions.”

Tammy Fisher
MANAGER,
SOS STAFFING SERVICES

so you've got to sell yourself in that interview," she said.

"And don't be desperate," she added. "Clients tell us that some applicants break down during the interview, and it scares off employers. If you show too much stress during the interview, then how will you handle the demands of the job? Employers don't need to know how desperate you are for that job — so act happy and positive."

“In today’s market, it’s realistic to realize that you may have to go into a company at a new level and work your way up again.”

Jeff Kelling
MANAGER,
RESOURCE MFG

FIVE KEYS TO LANDING THE JOB

1. Use the employer's preferred method of applying.
2. Research the company you're applying for.
3. Proofread your résumé and customize it to the job.
4. Notify your references.
5. Sell yourself at the interview.

Source: SOS Staffing Services

At Resource MFG, a Denver/Boulder based staffing agency, manager Jeff Kelling said consider using a staffing agency in order to get your résumé into circulation. He said it's important to research the company you are applying with to prepare for the interview. And in the current economic climate, he said, be prepared to take a different pay rate and position than your previous one.

Kelling, many job applicants don't realize that their résumé may need a modern facelift.

"Because of the severity of this recession, a lot of people, through no fault of their own, have not had to look for work in a long time, so they haven't needed to update their résumé in years," he said. "The old style of résumé had a lot of personal information, such as height, weight, marital status and interests — but today no one is going to hire you because your hobbies are reading and mountain climbing."

Once you get the nod for an interview, preparing for it can definitely give you an edge, Kelling said.

"Many companies are asking behavioral interview questions, along the lines of 'Tell me about the time you had to do this or that' — and you need to have concrete examples ready," he said. "It's a good idea to practice interviewing with a friend or a family member."

"And, especially in this day and age, be ready to explain gaps in your employment history. A lot of times, it may be due to layoffs — but be prepared to discuss it."

Kelling said it's important to keep an open mind. The position you're offered may not be equal to your previous pay rate or responsibility — but that doesn't mean you should turn it down.

"In today's market, it's realistic to realize that you may have to go into a company at a new level and work your way up again," he said. "And don't dismiss a position that may be described as contract-to-hire. It's a foot in the door and an opportunity to show them what you can do. The right person at that job can often develop it into a full-time position."

Documentation of corrective actions protects employers

BY KEELY BROWN
news@bcbr.com

If you're an employer, it comes with the territory — sooner or later, you may have to fire someone.

While layoffs are more common in a bad economy, staffing consultants say that it doesn't necessarily follow that the number of firings also increases. But according to the specialists, if a company faced with layoffs has a choice within its employee pool, it will opt to first lay off those workers with a poor performance record.

"Sometimes, clients will use the idea of a poor economy as an excuse to fire someone when it's really because of poor job performance—so in a sense, they're using that excuse as a way to clean house," said Jeff Kelling, manager of local staffing agency Resource MFG. "But ideally, no employee should be surprised by a firing; there are always steps that should have led up to that action."

When dealing with permanent positions, companies should be well-versed in protecting themselves in case of employee terminations, Kelling said.

"Employers should document every corrective action that they take with any employee," Kelling said. "And you should always have a policy within your company for termination."

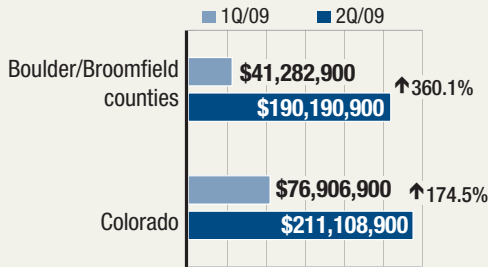
"Bad hiring decisions can be very costly. This is one reason why clients like to use staffing companies," he added. "And if it's a contract-for-hire position, there's very little commitment on the side of the company."

In temporary, contract-for-hire jobs, Kelling said that it needs to be understood that the real employer is not the company, but the staffing agency itself. The staffing agency is responsible for letting the employee go — or, rather, terminating the assignment.

"If the staffing company is the employer, then it's up to them to do any coaching or disciplinary action — and they can come in and end the assignment," he said. "And if it happens to be a situation where it was a poor placement to begin with, then that same terminated employee may be eligible for another assignment from the agency," he added.

Boulder Valley Economic Scoreboard

At a glance: Venture capital



Source: PricewaterhouseCoopers / Thomson Venture Economics / National Venture Capital Association MoneyTree Survey

CITY STATS	Population	Population change	City square miles	City sales tax	Latest home median sales price	Previous year home median sales price	Change in home median sales price	Last updated
Boulder	102,569	0.6%	25.5	3.41%	\$535,000	\$551,375	-3.0%	02/09
Broomfield	55,000	6.5%	33.6	4.15%	\$348,490	\$310,500	12.2%	02/09
Erie	17,500	8.2%	17.5	3.5%	\$303,540	\$303,000	0.2%	02/09
Lafayette	25,945	2.2%	9.3	3.5%	\$315,000	\$315,500	-0.2%	02/09
Longmont	87,249	3.9%	22.3	3.275%	\$220,000	\$239,900	-8.3%	02/09
Louisville	19,488	0.5%	7.9	3.375%	\$355,000	\$339,000	4.7%	02/09
Superior	14,000	1%	4.26	3.46%	\$401,000	\$393,000	2.0%	02/09

REAL ESTATE	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder/Broomfield counties existing home sales	345	290	19.0%	494	-30.2%	1,308	-31.3%	05/09
Boulder County new homes sales	26	19	36.8%	45	-42.2%	126	-31.7%	05/09
Boulder County residential and commercial property sales	\$130,391,800	\$108,008,200	20.7%	N/A	N/A	\$527,833,500	N/A	05/09
Boulder/Broomfield counties foreclosures	153	137	11.7%	104	47.1%	814	10.7%	06/09
Boulder County annual home appreciation rate	1.99%	2.99%	-1%	4.01%	-2.02%	N/A	N/A	1Q/09
Boulder County residential building permits	46	73	-37.0%	108	-57.4%	340	-27.2%	4Q/08
Boulder County residential building permits value	\$11,772,000	\$21,057,000	-44.1%	\$22,550,307	-47.8%	\$86,650,589	-22.8%	4Q/08
Boulder County commercial building permits	30	25	20.0%	59	-49.2%	112	-9.7%	4Q/08
Boulder County commercial building permits value	\$69,095,000	\$55,171,000	25.2%	\$65,073,000	6.2%	\$304,826,000	70.4%	4Q/08

BOULDER VALLEY VACANCY RATES	Latest	Previous	Change from previous	Year ago	Change from year ago	Total space surveyed (s.f.)	Change in total space surveyed (s.f.)	Last updated
Office	14.2%	12.5%	1.7%	10.8%	3.4%	10,899,931	0.8%	4Q/08
Flex	10.9%	10.9%	0%	14%	-3.1%	12,273,282	6.7%	4Q/08
Industrial	5.5%	4.4%	1.1%	6.7%	-1.2%	19,950,825	-1.2%	4Q/08

GROSS CONSUMER SALES	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder	\$2,066,562,294	\$1,314,698,581	57.2%	\$2,133,480,610	-3.1%	\$5,753,843,745	2.6%	4Q/08
Broomfield	\$662,071,513	\$552,673,171	19.8%	\$729,448,775	-9.2%	\$2,318,994,252	-6.4%	4Q/08
Erie	\$22,567,256	\$15,809,680	42.7%	\$19,496,029	15.8%	\$68,446,733	7.7%	4Q/08
Lafayette	\$270,154,145	\$168,611,674	60.2%	\$371,495,361	-27.3%	\$855,392,617	-0.9%	4Q/08
Longmont	\$837,193,259	\$602,421,792	39.0%	\$779,628,601	7.4%	\$2,637,418,549	5.5%	4Q/08
Louisville	\$346,118,833	\$202,592,631	70.8%	\$372,319,467	-7.0%	\$943,403,729	-1.2%	4Q/08
Lyons	\$24,278,178	\$20,571,501	18.0%	\$27,429,777	-11.5%	\$88,050,202	-3.8%	4Q/08
Nederland	\$6,586,043	\$9,026,509	-27.0%	\$7,663,137	-14.1%	\$31,039,643	-4.7%	4Q/08
Niwot	\$45,922,765	\$23,122,609	98.6%	\$58,030,912	-20.9%	\$90,612,832	-38.8%	4Q/08
Superior	\$118,500,544	\$98,317,885	20.5%	\$118,491,352	0.0%	\$393,730,396	3.4%	4Q/08
Ward	\$179,322	\$249,687	-28.2%	\$539,441	-66.8%	\$763,623	-72.8%	4Q/08
Unincorporated Boulder County	\$255,612,899	\$241,033,050	6.0%	\$313,651,221	-18.5%	\$962,531,613	9.5%	4Q/08
Total	\$4,655,747,051	\$3,249,128,770	43.3%	\$4,931,674,683	-5.6%	\$14,144,227,934	1.0%	4Q/08

SELECT CONSUMER SALES	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder/Broomfield counties motor vehicle sales	\$139,785,000	\$178,686,000	-21.8%	\$190,515,000	-26.6%	\$677,201,000	-15.8%	4Q/08
Boulder/Broomfield counties restaurant sales	\$152,684,000	\$162,141,000	-5.8%	\$153,343,000	-0.4%	\$634,629,000	3.6%	4Q/08
Boulder/Broomfield counties building material sales	\$81,515,000	\$79,668,000	2.3%	\$84,387,000	-3.4%	\$305,793,000	1.3%	4Q/08

JOBS	Latest	Previous	Change from previous	Year ago	Change from year ago	Unemployment rate	Change in unemployment rate	Last updated
Boulder County	168,456	166,008	1.5%	174,600	-3.5%	5.7%	-0.6%	04/09
Broomfield County	28,577	28,028	2.0%	29,700	-3.8%	6.7%	-0.5%	04/09
Colorado	2,516,404	2,492,562	1.0%	2,595,513	-3.0%	7.3%	-0.6%	04/09
United States	141,007,000	140,887,000	0.1%	N/A	N/A	8.9%	0.4%	04/09

BANKRUPTCIES	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder / Broomfield Counties	100	96	4.2%	66	51.5%	445	21.3%	05/09

VENTURE CAPITAL	Latest	Previous	Change from previous	Year ago	Change from year ago	YTD	Change from YTD	Last updated
Boulder/Broomfield counties	\$190,190,900	\$41,282,900	+360.1%	\$93,265,400	+103.4%	\$231,472,700	+25.5%	2Q/09
Colorado	\$211,108,900	\$76,906,900	+174.5%	\$360,090,800	-41.4%	\$293,000,000	-39.2%	2Q/09
United States	\$3,700,000,000	\$5,400,000,000	-31.5%	\$7,400,000,000	-50.0%	\$9,100,000,000	-41.7%	2Q/09

LOCALLY BASED BANKS	Total assets	Yearly change in assets	Total deposits	Yearly change in deposits	Total loans	Yearly change in loans	Quarterly income	Last updated
AMG National Trust Bank	\$125,668,000	372.3%	\$108,084,000	935%	\$24,425,000	273.5%	-\$122,000	1Q/09
FirstBank of Boulder	\$510,921,000	-0.3%	\$473,687,000	-0.9%	\$206,032,000	25.5%	\$2,599,000	1Q/09
FirstBank of Longmont	\$387,643,000	-1.7%	\$357,305,000	8.6%	\$132,723,000	13.4%	\$1,573,000	1Q/09
FirsTier Bank	\$825,669,000	52.1%	\$646,703,000	36.9%	\$738,245,000	43.1%	-\$3,389,000	1Q/09
Flatirons Bank	\$78,910,000	60.4%	\$43,539,000	11.1%	\$37,946,000	6.3%	\$76,000	1Q/09
Mile High Banks	\$1,302,739,000	5.9%	\$1,099,429,000	10.8%	\$1,224,124,000	2.8%	-\$44,000	1Q/09
Summit Bank & Trust	\$78,892,000	58.3%	\$66,260,000	104.5%	\$62,684,000	85.4%	-\$432,000	1Q/09

LOCALLY BASED CREDIT UNIONS	Total assets	Yearly change in assets	Total deposits	Yearly change in deposits	Total loans	Yearly change in loans	Quarterly income	Last updated
Ashoka Credit Union	\$2,380,557	3.7%	\$2,104,932	2.7%	\$2,112,410	6.6%	\$9,010	1Q/09
Boulder Municipal Employees Credit Union	\$54,821,756	0.6%	\$50,194,123	1.3%	\$38,709,012	-0.8%	-\$417,820	1Q/09
Boulder Valley Credit Union	\$184,799,296	6.8%	\$166,389,660	7.7%	\$115,616,074	5.3%	-\$506,117	1Q/09
Community Financial Credit Union	\$113,995,477	6%	\$97,590,549	6.4%	\$72,682,678	4.7%	-\$670,036	1Q/09
Elevations Credit Union	\$925,123,040	3.9%	\$855,429,382	5.9%	\$627,829,985	3.7%	\$1,989,626	1Q/09
Premier Members Credit Union	\$315,202,848	4.4%	\$286,080,136	7.3%	\$250,138,313	1.6%	-\$62,918	1Q/09
St. Vrain Valley Credit Union	\$81,369,536	4.7%	\$74,321,270	5.8%	\$59,642,365	-0.3%	-\$55,036	1Q/09

Compiled By David Clucas

BCBRDAILY from 2A

Internet service costs between \$5.95 and \$12.95 depending on length of flight and wireless-enabled device used. The company wouldn't disclose financial terms of the deal.

Anthem creates holistic plan

BOULDER — Anthem Blue Cross and Blue Shield has created a custom health-benefits plan for Boulder Chamber members to provide both traditional and alternative care.

The new plan, BlueFreedom, allows members to seek herbology or ayurvedic care or more traditional treatment. Most plans also cover acupuncture, massage therapy and chiropractic care.

"Boulder is a very special community," John Martie, Anthem Blue Cross and Blue Shield of Colorado's president, said in a statement. "We know that Boulderites have strongly held opinions and commitments to their personal health and loyalties to particular health care modalities — so we crafted the chamber's plan to make sure they get the benefits they want, at a cost they can afford and with a wide range of providers."

The plan is available to small businesses with 50 or fewer employees.

"We have 1,700 chamber members and more than 1,500 of them will qualify for this plan," said Susan Graf, the chamber's president and chief executive officer.

Graf said there are thousands of Boulder County businesses that would also qualify for the plan if they become chamber members.

GEC acquires Northrop division

BOULDER — Private-equity firm Global Equity Capital LLC in Boulder has acquired Northrop Grumman Corp.'s nationwide independent information technology support services organization that serves the commercial market.

Terms of the deal were not disclosed.

Global Equity acquired National Support Services, an operation with approximately 500 professionals that provide installation, maintenance and lifecycle services relating to information technology products and managed desktop services. It focuses on project management, warranty management, desk-side software support, technology refresh and break/fix support for desktops, laptops and servers to customers in more than 35 states nationwide.

"GEC has embarked on a strategy of creating a portfolio of high value IT service providers, and the NSS acquisition is an important milestone in that process," said Mike Hirano, executive vice president of Global Equity.

"Adding NSS to our portfolio allows sharing of best practices in response times, project planning and customer support, enhancing the experience for our customers and providing an excellent choice for IT managers and global outsourcing providers," he added. "We are seeking opportunities for additional growth in the portfolio in the near future."

LOUISVILLE BUSINESS

12A | Favorable tenant lease rates



MICHAEL MYERS

Mark Zaremba, president of the Louisville Downtown Business Association, said historic downtown Louisville as a whole is doing well, especially in this current economy. "Very few businesses have gone out of business in the past two or three years. The downtown area has no chains and is a hive of entrepreneurs."

Downtown faire creates exposure for businesses in historic Louisville

BY JENNIFER QUINN
news@bcbr.com

LOUISVILLE — The Louisville Downtown Street Faire was brought to life 15 years ago by the Louisville's Downtown Business Association to try and increase pedestrian traffic in the downtown area to benefit retail businesses.

It came about after large destination retail shops folded in Louisville. Local restaurants, retail shops and businesses rallied together to create the street faire that has grown to an event with attendance from 4,000 to 8,000 people for this city with a population of about 26,000 people.

Residents and visitors who stroll the four blocks that compose the Downtown Louisville area during the faire also frequent businesses. The street faire happens nine Fridays throughout the summer. Bands are brought in to play in the refurbished Steinbaugh Pavilion.

Louisville's Downtown Business Association board president Mark Zaremba, owner of Zaremba Graphic and Web Solutions, said the street faire has been the catalyst to bringing thousands of people to Louisville and gives exposure to all of the businesses in the area.

"A lot of new businesses are opening here," Zaremba said. "We offer people convenience, and no one has to fight for parking. We offer a down

“As soon as space opens up, businesses seem to expand into that space. Downtown Louisville is the place to find one-of-a-kind businesses.”

Bonnie Star
ECONOMIC DEVELOPMENT DIRECTOR,
CITY OF LOUISVILLE

home feel, with great people running stores, retail and restaurants. The business association can have a direct and positive impact on historical downtown Louisville because the scale is small, and actions have a lot of positive impact."

Over the past 12 months Louisville has added some new businesses to the area including Vie Vie Luxe Boutique, a new-look Empire Lounge and Restaurant and Waterloo Icehouse known for its live music and burgers.

Other businesses include Wildwood Guitars, Acension Oxygen Bar, The Divine Canine, All The Best and Design Matters. Senior T's Mexican and Tulien's Vietnams

restaurants have closed.

"Historic Downtown Louisville as a whole is doing well, especially in this current economy," Zaremba said. "Very few businesses have gone out of business in the past two or three years. The downtown area has no chains and is a hive of entrepreneurs."

The downtown association's board of directors is made up of 13 members and has more than 100 business memberships.

Zaremba has seen an increase in membership over the years and attributes it to the programs the association puts on for the community including the Winter Skate, the Street Faire and the direct mail campaign. He said merchants see that the association is really doing something to help the community.

The downtown association has been a part of the community for more than 18 years. The cost of membership is \$150 annually and meetings are held throughout the year as deemed necessary.

Arlin Lehman, owner of The Bronze Elk, a rustic furniture and bronze sculpture retail store, has been a board member for nine years.

"The Street Faire has grown to include something for the entire family including nationally recognized bands, bungee jump and a rock climbing wall for the kids," Lehman said.

► See **Faire, 13A**

Conoco still moving on campus plans in Louisville

Economy delays projected opening date, but oil giant in touch with city officials

BY RYAN DIONNE
rdionne@bcbr.com

LOUISVILLE — ConocoPhillips Co. is in the midst of developing a master plan for its global technology and corporate learning center in Louisville that's slated to open in 2013.

"Their intention is to submit a development proposal to the city in November," said Malcolm Fleming, Louisville's city manager. "They're making good progress on that."

The Houston-based energy company (NYSE: COP) plans to use the 432-acre site, formerly the Sun Microsystems Inc./Storage Technology Corp. campus that it bought for \$58.5 million in early 2008, as its primary training facility.

It wanted to open the site, at least in some capacity, by as early as late 2011 or early 2012. But because of economic concerns, it's pushing the date to sometime in 2013. Yet the importance of the site has not diminished, the company said.

While Conoco isn't releasing much information regarding the site, Tracy Harlow, a company spokeswoman, said everything is on track. She said demolition is slated to be completed near the end of August, which is about four months ahead of schedule, but still doesn't have a timeframe for ground breaking, she said.

Late last year the company chose design firm HOK, based in St. Louis with an office in Denver, to help develop its master plan.

"Our time with them has been spent discussing the philosophy of the site, the functionality and how it will all work together," Harlow said.

HOK, which also helped design Sun Microsystems' 560,000-square foot campus in Broomfield in the early 2000s, is working on the site analysis, which includes looking at the topography and geology of the area.

Fleming said Conoco has been talking with the city to determine what's currently available in terms of utilities and whether or not the company will need to reconfigure what's already in place in order to meet its needs.

The company has been talking with the city's open space department regarding potential trails and sustainable landscape ideas for the site.

► See **Conoco, 13A**

Business parks' rates become tenant-friendly

Developers add more space; poised for economic rebound

BY CLAYTON S. MOORE
news@bcbr.com

LOUISVILLE – As with most other commercial developments in Colorado, activity at Louisville's two principal business parks – Centennial Valley Business Park and the Colorado Technology Center – isn't exactly booming, driving lease rates in favor of potential tenants.

Brokers who work the two parks indicate rates at the Colorado Technology Center have dropped to a range of \$9 to \$11 per square foot for office space and \$6.50 to \$8.50 per square foot for warehouse space. Centennial Valley is around \$13 to \$14 per square foot for office space.

The Centennial Valley Business Park added a new building in the past year, augmenting its 1.3 million square feet of developed space. Last July, Koelbel and Company opened a 62,000-square-foot flex building at 282 Century Drive. It has already attracted its first tenant, Idol Minds, a video game developer soon to occupy 18,000 square feet in the new facility.

"We built it for tenants just like Idol Minds, who want to control their environment 24 hours per day," said Jeffrey Sheets of Koelbel and Company. "That's a huge plus for these types of nontraditional tech companies who don't work from eight to five."

The deal was negotiated by CB Richard Ellis, who signed another lease in the park in July for Clear Creek Consulting Services, a financial services company, to occupy 20,000 square feet at 285 Century.



DOUG STORUM

This 64,368-square-foot office/flex/industrial space at 195 CTC Blvd. in the Colorado Technology Center in Louisville was built and is being offered by Denver-based Etkin Johnson Group.

But broker Frank Kelley says larger deals are becoming the exception rather than the rule.

"The average size tenant in the northwest sub-market has traditionally been over 20,000 square feet in a stable market," Kelley said. "We've seen that shrink considerably during this downturn."

Looming on the horizon is the upcoming availability of 325,000 square feet at 335 Centennial Parkway. The building, owned by W.P. Carey, is currently occupied by Kable Fulfillment Services, which plans to vacate within a year. The closure will swell the 457,000 square feet currently available in the park and negatively impact a vacancy rate already north of 30 percent including direct lease and sublease space.

On the retail side, the area has

benefited from the opening of several restaurants and outlets including The Shops at McCaslin, an 18,424-square-foot Koelbel-developed property that houses Starbucks, the Smiling Moose Deli, Solepepper Sports and Key Bank. Nearby, Udi's Bakery opened its third location at 185 S. 104th St. in July.

Realtors like Kelley are confident that tenants will soon discover the park's attractions.

"Businesses come to Centennial Valley because the buildings are newer," Kelley said. "There's the opportunity to grow that you don't always find in Boulder, and the operating expenses are also among the lowest among the parks in the corridor. There's a huge economic advantage to being here."

Demand for smaller spaces is also prevalent in the 2.2 million square

feet of the Colorado Technology Center, where broker Andrew Freeman estimates the vacancy rate at about 16 percent. His company, Freeman Myre, recently negotiated a lease with Vaisala, a local electronics manufacturer, for a 5,000-square-foot warehouse at 197 South 104th St.

"The demand for space ranging from 3,000 square feet to 10,000 feet has been very strong," he said. "That's where we're seeing the most activity. I'm trying to get developers to build more of these types of buildings."

New office buildings to come online at the Colorado Technology Center within the last year include the 130,000-square-foot facility at 1775 Cherry St. and a 64,368-square-foot office/flex/industrial space at 195 CTC Blvd., built by Denver-based Etkin Johnson Group. The park also is home for the Mariposa Building, a 27,000-square-foot LEED-certified flex building at 685 S. Arthur Ave.

More recent transactions include an agreement negotiated by Keys Commercial for data-storage company Atrato Inc., which moved from Westminster to take 11,581 square feet at 331 S. 104th St., and a deal with Front Porch Digital for 9,200 square feet at 2011 Cherry St., brokered by Audrey Berne of The Colorado Group. Berne is largely focusing on land and build-to-suit opportunities, a gamble that could be highly profitable given the right alignment of economic circumstances.

"Nobody is going to go gangbusters by going vertical immediately, but the developers who build during the down market will be the ones who have square footage available to occupy when activity picks up and will

► See **Rates, 13A**

MAESTRO from 1A

helicopters. I don't think any of us knew we'd make a business out of it — especially one that would take us around the world."

Although the business later grew to include driving programs, product launches and business meetings for high-end automobile brands (BMW, Land Rover, Jaguar, Rolls-Royce, Volvo and Porsche are clients) and corporate-event planning for company retreats and trade shows, sports-event management remains one of the company's strongest passions.

In 1996, McCarthy got the opportunity to work on the ultimate sporting event: the Olympic Games in Atlanta, Georgia. Alem provided motor support for the road cycling, mountain bike racing, marathon and cross country equestrian events.

During the planning stages for the Atlanta Olympics, McCarthy had the opportunity to talk with the committee responsible for producing the Olympic Torch Relay. Alem eventually was contracted to coordinate the 85-day, 42-state event, managing transportation,

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Steven McCarthy, founder, chairman

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permits and media interaction. Since then, the company has been involved with the Torch Relays for the 2000 Games in Sydney, Australia, the 2002 Games in Salt Lake City, the 2004 Games in Athens, Greece and the 2008 Games in Beijing, China. A glass case in McCarthy's office holds 30 Olympic Torch Relay torches dating as far back as 1936, a collection that he said is one of the country's largest.

"The Atlanta Olympic Games was really the start of us going global," McCarthy said. "In our minds, the Olympics was — and still is — the last and greatest sports icon in the world."

Having achieved international success, McCarthy is now turning his

attention back to his home state of Colorado. "The great gift of going around the world is that it makes you realize how special home is," he said.

Gillian Hamburger, Alem's president, agreed. "We're very fortunate to have a lot of outstanding clients and interesting projects all over the world," she said. "But coming back here to Colorado — there's nothing like it. That's why we really want to continue to grow locally and give back to the area."

To that end, Alem has focused increasingly on fostering new relationships in Colorado, as well as on bringing current clients to the region. The company provided event-management support for last year's Democratic

National Convention Host Committee in Denver, and helped organize Sportaccord, a gathering of more than 1,500 sports decision-makers from around the world. Mazda, a national client, agreed to hold its 2008 Mazda dealer meeting in Denver, an event that involved more than 2,000 people and a budget of more than \$8 million, an especially important coup given the economic climate.

McCarthy said that the recession hasn't negatively affected Alem's business. Alem International doesn't disclose revenue, but McCarthy said revenue has grown exponentially.

Locally, the company is working with the Metro Denver Sports Commission to attract more sporting events and sports-related conferences to the area, and Alem has begun consulting on the next two Olympic Games: the Winter Olympics in Vancouver in 2010, and the Summer Olympics in London in 2012.

"This year has been strong," McCarthy said. "And I think in 2010 we're going to absolutely knock the cover off the ball."

FAIRE from 11A

“We try to keep it vibrant. It also gives exposure to our small boutique retail stores people may not know about. Even if a business is not open, it gives the downtown area exposure to the public.”

Lehman said the DBA was established to benefit the businesses in downtown and allow merchants to be active in the community as an advocate for the downtown businesses.

The downtown business association runs the street faire with the help of sponsors and donations totaling \$140,000 per year. The association has also worked with the city to create spaces with tables and umbrellas allowing guests to sit outside on the side walk.

Original association member and founder Debbie Krueger, owner of the Crazy Horse II Salon Inc., said the association was started as the liaison between the business owners and city hall as a network to support

one another.

“Downtown has always struggled,” Krueger said. “These are mom and pop businesses, and that is why we have to work together so much. I would say Louisville has progressed by being respectful of the past, while moving forward and blending the two together.”

Bonnie Star, economic development director for the city of Louisville, said she cannot believe the amount of work the association has accomplished.

“As soon as space opens up, businesses seem to expand into that space,” she said. “Downtown Louisville is the place to find one-of-a-kind businesses.”

She said the vacancy rate is low in the city of Louisville.

“The DBA identifies the strengths of its member and uses those skills such as design, advertising and organizing events,” Star said. “This is a very independent group of self-starters.”

RATES from 12A

reap the benefit,” she said.

The technology center, first developed in 1980, also benefits from a diversity of product that includes 40 percent industrial space as well as a variety of class A and B office space and some warehouse facilities. The city is encouraging tenants at both parks to better understand one another in order to facilitate joint marketing and other communal business efforts. Louisville is also

encouraging any business interested in relocating here.

“One of the things that gives Louisville a leg up is that there are buildings built and waiting for tenants,” said Bonnie Star, Louisville’s economic development director. “The city council is certainly interested in sharing back income that new businesses bring to us, so any companies that want to come to Louisville and expand are very welcome.”

CONOCO from 11A

“I would say we’re supplying information to them on an as-needed basis when they have questions,” he said.

Conoco, which has been tight-lipped since buying the property, is also figuring out the best way to annex about 100 acres of the site into Louisville. It’s currently located in unincorporated Boulder County, Fleming said.

He anticipates the annexation process will take about six months, and he said it sounds as if Conoco will start that process before submitting development proposals — though many questions that would arise during annexation could be answered by knowing what the development would include.

“So far we’re just anxious to see what they come up with,” Fleming said.

ConocoPhillips hasn’t shown the city any diagrams or other concrete plans nor talked about how many square feet of building space it’ll construct, number of people it’ll employ or types of jobs.

“They’re not committing to any numbers,” he said.

Most recently the company purchased 9.49 acres just north of its 432-acre campus for \$2 million. And in February, it purchased another 9.14 acres nearby for about \$1.06 million. Both purchases were to help improve access to the campus.

With a traffic study under way, the city is talking with Conoco about the financial impact in terms of retail space, lodging and a potential conference facility. But most of the potential additions would be designed to serve campus employees and visitors, Fleming said.

Until Conoco submits plans to the city, Fleming said he and his staff will continue to answer questions as they arise while focusing on other city projects.

“I think we’re waiting to see their proposal,” he said. “As soon as we get that, we’ll start actively reviewing it.”



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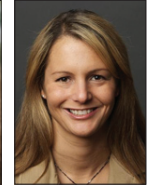
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ARCHITECTURE, CONSTRUCTION

Katherine Leggett of **Eric Smith Associates PC**, with offices in Boulder and Steamboat Springs, has passed exams to become a registered architect. Leggett works in the Boulder office and is the LEED co-ordinator for the company's projects. She is a member of the Boulder Green Building Guild.

Leah Best of **Pocci Design Group** in Boulder passed the National Council of Interior Design Qualification examination. The three-part, two-day examination demonstrates her competency in all areas of interior design and focuses on those aspects of the practice that affect public health, life safety and welfare.

EDUCATION

Pulitzer Prize-winning photojournalist Barry Gutierrez will teach Journalism 121 at the Boulder County campus of **Front Range Community College** this fall. Gutierrez was a photographer at the Rocky Mountain News when it was shut down.

Front Range Community College named Linda Curran as vice president of the Boulder County campus effective Aug. 12.

ENERGY

Ellora Energy Inc., an independent oil and gas exploration and production company headquartered in Boulder, has appointed three new executives. Steve Enger is Ellora's new president and chief operating officer, Lon McCain was hired as chief financial officer and executive vice president, and Jeffery S. Williams as vice president of business development.

LAW

Peter C. Schaub, a lawyer in the **Faegre & Benson LLP** real estate practice, has earned the LEED, or Leadership in Energy and Environmental Design Accredited Professional designation granted by the U.S. Green Building Council.

MANUFACTURING

Mitchell Rodehaver has joined **Transformance Advisors Inc.**, a Boulder-based management consulting company specializing in lean supply chains. As a senior adviser/instructor, Mitchell will teach the Certified Lean Master program and guide clients.

NONPROFIT

The **Longmont Community Foundation** has appointed Bill Bassett to its board of directors. A Longmont resident since 1995, Bassett is the president of Asia Circuits Inc., a manufacturer of printed circuit boards and president of SummitWest Marketing Inc., a manufacturer's representative firm that sells electronic components.

LiveWell Colorado, a nonprofit committed to reducing obesity in Colorado by inspiring healthy eating and active living, has named Lonna Lindsay as its first vice president of policy. Lindsay will guide all public policy efforts.

Phil Shull, president of Boulder-based **Deneuve Construction Services** has been elected to the **Colorado Chautauqua Association's** board of directors.

PUBLISHING

Shawn Snelgrove of Boulder-based **Brainstorming a la Mode Inc.** has published "Essentially You @ Work: A Career Transition Guide." The 108-page workbook serves professionals in transition and organizations that support exiting employees after a reorganization. Available at the Boulder Bookstore.

REAL ESTATE

Design Matters Home, a full-service interior design and home-staging company based in Louisville, hired Jami McCormick, a certified home stager. She previously worked for Harmonious Home Inc.

Dagmar Alford of **Options Realty LLC** in Louisville has earned the Certified Negotiation Expert designation for Realtors and real estate professionals.

OTHER

Boulder's Best Organics has hired Anneli Spielman as an account manager. Spielman previously served as associate director, Office of Alumni Affairs, with the University of Chicago Booth School of Business. Spielman will focus on sales and customer service.

The Colorado chapter of the **Institute of Management Consultants** has elected officers and board members. President is Todd Ordal, Applied Strategy LLC; vice president, Jon Northrop, Business Ownership Strategies LLC; secretary, Valerie G. Walling, CPA; treasurer, Richard C. Ten Eyck, retired; Other members are Judith Light, Jerry Comer, Comer Associates; Theresa M. Szczurek, Technology and Management Solutions; Gregg Marshall Rep Connection Inc., Tristram D. Coffin; William Duncan, Chiron Resources Inc.

Deadline to submit items for On the Job is three weeks prior to publication of each biweekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301; fax to 303-440-8954; or e-mail to news@bcbr.com with On the Job in the subject line. Photos submitted will not



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WEALTH MANAGEMENT

Investors beware of psychological blind spots

The severe downturn of the financial markets that began in 2007 has led many investors to question their investment strategies and the choices they made in the past. Investment decisions are among the most important life choices a person can make. They may determine where your children will be able to go to college, when you'll be able to retire and the type of lifestyle you'll enjoy after you retire.

For these reasons, many investors are now re-evaluating their strategies, reassessing their personal tolerance for risk, revisiting their asset allocation strategy and rethinking their long-term financial plans.

In order to make sound decisions in this environment, investors should be aware of their own psychological blind spots. These can lead all of us to make persistently poor financial choices — errors that over time can do significant damage to our portfolios.

Chains of thought. Traditional financial theory assumes all investment decisions are made rationally, based on the best available information. In theory, the result is an efficient market — one in which prices accurately reflect fundamentals, such as earnings and interest rates.

However, it's not always easy to reconcile financial theory with financial reality. Investors often appear

determined to ignore the fundamentals, both in bidding stock prices up and creating "bubbles" only to watch them fall — and often fall dramatically as we have recently witnessed.

"In many important ways, real financial markets do not resemble the ones we would imagine if we only read finance textbooks," notes Richard Thaler, a professor at the University of Chicago and a leading behavioral finance researcher.

It's not that investors are totally irrational, Thaler and other researchers argue, but rather that their thinking can be influenced by mental biases. These quirks can lead them to make choices that appear intuitively correct, but produce poor performance.

This field is known as behavioral finance, and it tries to find explanations for these apparent contradictions. It's not that investors are irrational, but that their thinking may be often guided — or in some cases misguided — by subtle biases and mental blind spots.

Some examples include:

Overconfidence. Investors gener-

ally assume they know more than they actually do. They also tend to remember previous investment decisions in ways that exaggerate their own foresight. This can lead to overly aggressive trading and a reluctance to admit — and correct — mistakes.

Mental accounting. Financial experts often advise investors to take their entire portfolio into account when making investment decisions. Yet, many investors unconsciously divide their wealth into separate pots. If they have a big gain, for example, they may think of it as essentially "free" money and take greater risks with it than they would with their "own" money.

Anchoring. Logically, investors should always base their decisions on current prices and expectations. Instead, they often become fixed on past events, such as the price they paid for a particular stock. Investors will often refuse to sell at a price lower than that — even when it makes more sense to accept their loss and invest their remaining money elsewhere.

Framing. How people view a decision often depends on how their choices are presented. For example, in one study researchers asked participants how much they would be willing to pay to avoid a one-in-a-thousand chance of being killed. The average answer was \$1,000. Participants were then asked how much they would demand to

accept the same risk. This time, the answers ranged as high as \$200,000. From an economic point of view, the two questions were identical, but subjects saw them very differently.

Loss aversion. In a completely rational market, the risk of loss and the possibility of gain should carry equal weight. However, on average investors place twice as much

importance on avoiding a loss as they do on making a gain. In other words, to accept a 50 percent chance of losing \$100, most people will demand at least a 50 percent chance of earning \$200.

Are investors doomed to repeat these mistakes? Maybe not. Some studies have shown that the more investors know about the investment process, the less likely they are to be misled by behavioral biases.

This is one reason I encourage investors to develop prudent, long-term investment strategies that take into account their goals and tolerance for risk. While this doesn't guarantee investment success, it can at least reduce the risk of being led astray by behavioral blind spots. That's something even the smartest investor may benefit from in today's volatile market environment.

Arthur T. Polner is a financial adviser at Morgan Stanley Smith Barney in Boulder. He can be reached at 303-545-1815.



GUEST OPINION
Arthur T. Polner

History's take on stocks, bonds or mix of both

We are in the midst of the worst financial environment since the Great Depression. Portfolio values have decreased significantly from highs of only two years ago. Unemployment continues to rise, real estate prices are still falling, and the economy will take at least another year to return to normal growth.

Investors, for the most part, have not realized a positive return if they have been invested in the stock market for the last 10 years.

If your portfolio has not grown over the last 10 years, does it mean that you will make money over the next 10 years? Should any investor really be 100 percent in the stock market, or should one have a portfolio with a mix of stocks and bonds?

We can turn to the history of the markets over the last eight decades, from 1926 to 2008 to provide some investment insight.

Long-term investing has worked. For any 15-year period since 1926, an investor in the market (as measured by the S&P 500), has always had a positive return. For any 10-year period since 1926, in only three peri-

ods would the 10-year return have been negative — the 10-year periods ending 2008 1938 and 1937.

This data takes into account the great returns of the late 1920s, the horrible returns of the early 1930s, the stagnation during the 1960s and '70s, the crash of 1987 and of course the 2000s.

While the stock market's growth is based on companies' future earnings, it is instructive to examine how the market "recovered" during various poor economic times.

Based on past recoveries it would not be surprising that a dollar invested today in a portfolio of stocks would be worth more than \$2.50 10 years from now (approximate 10 percent compound annual growth rate).

However, given market volatility, the "invested dollar" could decline to 75 cents before rising to \$2.50 — an experience many investors might not want after living through

the last several years. What do you do if you want to grow your assets but the volatility of the stock market is intolerable? Our analysis found that a portfolio of 50 percent U.S. large company stocks and 50 percent long-term, highly rated corporate bonds, while lessening the return somewhat, decreased volatility substantially.

Shorter-term investing or less volatility. With a 50-50 mix of stocks and bonds, since 1926, even a "relatively short" five-year holding period produced a positive return, except over only three periods — the five years ending 1941, 1933 and 1932. Even three-year holding periods were "fairly safe" from negative returns; there have been only six three-year periods since 1926 with negative returns in a "balanced" portfolio (an all stock portfolio had 13 negative periods). The benefit of the 50-50 portfolio is less volatility and, in some short term periods, a better return than a stock-only portfolio.

However, while diminishing the up and down swings, the 50-50 portfolio generally will underperform a "stock-only" portfolio over long periods of time. From an historical basis,

a "balanced" portfolio has had lower returns than long-term investment (20 years) in an all stock portfolio, except for the 20 years ending 2008 and the 20 year periods ending 1945, 1946, 1947, 1948 and 1949.

What should an investor do? If you have a long investment horizon — at least 10 years, do not anticipate requiring the funds for at least that period of time and can handle the market and portfolio volatility — then a portfolio of all stocks is probably the better investment choice for you.

If these parameters don't apply to you, but you still want the potential growth from a stock portfolio, a balanced portfolio would be more appropriate. An investor with a portfolio that includes bonds is not giving up growth but probably, over a long period of time, will have less portfolio growth than the all stock portfolio.

The valuation swings in portfolios that include bonds will be lessened — an outcome a number of investors may prefer.

Jeffrey B. Cohen is an investment adviser in the Boulder office of Cap Advisors LLC. He can be reached at 303-444-7161.



GUEST OPINION
Jeffrey B. Cohen

GHX repeats as Fastest Company in Colorado

Avery Divas, ReadyTalk win respective divisions

BY DOUG STORUM
dstorum@bcbr.com

LOUISVILLE — Global Health-Care Exchange defended its crown as the Fastest Company in Colorado winning the team portion of the 2009 Freeman Myre Corporate Challenge.

The Louisville-based company's team, the GHX Cubicle Warriors, led by race winner Clint Wells, turned in a winning time of 52 minutes and 24 seconds during the Sunset 5K run on the streets in the Colorado Technology Center in Louisville on July 30.

Wells posted a time of 15:24, two seconds better than last year when the Warriors posted a team race record time of 51:50. Wells' running mates were Carl Kinney, Keith Marshall, Grant Walker and John Lucas.

The top three individual times were used to determine team times.

Denver-based Web-conferencing company Ready Talk's coed team of Kelly King, Dan King, Taylor Britt, Joel Dice and Allison Wolfe won that division and had the second-fastest team time at 56:47.

Boulder-based Avery Brewing Co.'s Avery Divas consisting of Asha Rizzo, Leslie Smith, Jessica Hattle-Thrall, Lomi Christiansen and Jenell Archer won the



DOUG STORUM

GHX Cubicle Warriors winning team, from left, Carl Kinney, Keith Marshall, citizens race winner Clint Wells and Grant Walker. Not pictured is John Lucas.

Women's Division in a time of 1:10:19.

Patty Waters was the fastest woman in the citizens race with a time of 18 minutes, 9 seconds.

Andrew Letherby, 35, won the men's Elite Division in a time of 15:04, and 45-year-old Colleen De Reuck won the women's Elite Division in 17:05.

The citizens race drew 177 runners, and 26 competed in the Elite Division.



DOUG STORUM

Patty Waters was the fastest woman in the citizens race with a time of 18 minutes, 9 seconds.

2009 CTC Corporate Challenge/Sunset 5K Teams

Top three teams, team time and team members

Men

- | | |
|--------------------------------------------------------------------|-------|
| 1. Global Healthcare Exchange | 52:28 |
| Clint Wells, Carl Kinney, Grant Walker, John Lucas, Keith Marshall | |
| 2. Run Like An Animal | 58:35 |
| Ian Jackson, Clint Wall, Scott Papich, Kody Riley, Chad Moses | |

- | | |
|------------------------------------------------------|---------|
| 3. Svb Tier-1 Racers | 1:00:55 |
| Charlie Kelly, Bo Hanson, Jesse Meyer, Derek Johnson | |

Women

- | | |
|-----------------------------------------------------------------------------------|---------|
| 1. Avery Divas | 1:10:19 |
| Asha Rizzo, Leslie Smith, Jessica Hattle-Thrall, Lomi Christiansen, Jenell Archer | |
| 2. Boulder Surgery Center Boneheads | 1:12:01 |
| Jennifer Merschel, Lorri Fulkerson, Jill Zancanelli | |
| 3. Team Whitewave | 1:13:28 |
| Andrea Carrothers, Robbi Young, Dana Ford | |
- See **Fastest, 17A**

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CEO ROUNDTABLE

PUBLISHING

AUGUST 21, 2009

The Boulder County Business Report initiates a discussion about the **INNOVATION** sector of the Boulder Valley.

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FASTEST from 16A

Coed

1. Readytalk	56:47
Kelly King, Dan King, Taylor Britt, Joel Dice, Allison Wolfe	
2. Bella A	59:43
Alison Hyde, Drew Hart, Dana Mosman, Andy Hoke	
3. Ball Aerospace	59:45
Jamie Schiel, Steve Merschel, Andrew Cooper, Robert Baggiani, Jeff Radwick	

19. Ryan Otto	37	19:47
20. Jeff Hildebrandt	44	19:53
21. Will Thompson	19	20:00
22. Bo Hanson	29	20:02
23. Daisuke Sashika	39	20:08
24. Larry McKeogh	40	20:14
25. Christian Huber	41	20:18
26. Ryan Blasdel	27	20:31
27. Andrew Cooper	30	20:32
28. Robert Baggiani	32	20:38
29. Zac Petrie	13	20:44
30. Grant Walker	30	20:45
31. Jeff Radwick	47	20:47
32. Bruce Kirschner	56	20:50
33. Tony Sands	26	20:51
34. Michael De Maria	22	20:59
35. Phil Delamere	49	21:11
36. Dave Wiens	47	21:14
37. RW Jett	15	21:19
38. John Lucas	36	21:19
39. Carlos Jorquera	40	21:23
40. Scott Papich	46	21:29
41. Andy Hoke	31	21:41
42. Keith Marshall	26	21:51
43. Brit Banks	49	21:52
44. Eric Rieken	50	21:57
45. Adam Lefkowitz	29	22:05
46. Michael Sanchez	41	22:20
47. Chris Dice	58	22:21
48. Michael Thompson	53	22:24
49. Rob Krohn	40	22:26
50. Dain Darnell	25	22:29
51. Matt Forbes	50	22:30
52. Jeremiah Lindemann	34	22:33
53. Garrett Townsend	29	22:34
54. Kirk Heatwole	31	22:35
55. Matthew Rip	29	22:37
56. Adam Gordon	33	22:38
57. Jeff Martin	68	22:40
58. Eric Rosenblum	41	22:43
59. Mark Laing	40	22:44
60. Jim Boyer	48	22:46
61. Mark Griswold	28	22:47
62. Marc Weaver	57	22:50
63. Keegan Rehfeldt	23	23:01
64. Robert LeClair	41	23:02
65. Kody Riley	28	23:04
66. Marc Reasoner	51	23:08
67. David Barjenbruch	40	23:10
68. Clark Jett	13	23:20
69. Chad Moses	28	23:34
70. Jesse Meyer	26	23:34
71. Steve Church	19	23:35
72. Michael Fligg	39	24:01
73. Bart Giles	31	24:07
74. Jerry Weaver	43	24:09
75. Mike Van Allen	51	24:10
76. Howard Small	50	24:22
77. John Isaac	63	24:44
78. Brad Moss	36	24:57
79. Derek Johnson	26	25:20
80. Jamie Grier	34	25:34
81. Steve Meyers	61	25:43



DOUG STORUM

Runners leave the starting line of the 2009 Freeman Myre Corporate Challenge/Sunset 5K held July 30 at the Colorado Technology Center in Louisville.

Elite Men

Place/ Name	Age	Time
1. Andrew Letherby	35	15:04
2. Josh Glaab	26	15:15
3. Greg Reindl	25	15:20
4. Art Siemers	36	15:34
5. Jason Delaney	29	15:39
6. Matt Reed	33	15:47
7. Nelson Laux	31	16:08
8. Peter Remien	29	16:11
9. Jake Timm	30	16:22
10. James Johnson	40	16:29
11. Justin Mock	27	16:30
12. Jason Saitta	31	16:33
13. Erik Werner	40	17:12
14. Nathan Low	23	17:22
15. James Raven	29	17:42
16. Marc Bromberg	40	18:05

Elite Women

Place/Name	Age	Time
1. Colleen De Reuck	45	17:05
2. Nicole Aish	33	17:17
3. Fiona Docherty	33	17:26
4. Annette Kealy	41	17:50
5. Emma Raven	26	17:56
6. Mizuki Suzuki	19	18:00
7. Morgan Ekemo	25	18:56
8. Natsumi Mitsuzono	23	19:19
9. Yuka Aikawa	25	19:38
10. Kayoko Obata	37	20:12

Open Men

Place/ Name	Age	Time
1. Clint Wells	34	15:24
2. Nate Edelman	20	15:40
3. Drew Hart	20	16:06
4. Carl Kinney	28	16:20
5. Charlie Kelly	32	17:19
6. Aaron Anderson	20	17:30
7. Mark Krause	42	17:36
8. Ian Jackson	25	18:06
9. Steven Kohuth	43	18:08
10. Dan King	50	18:12
11. Taylor Britt	19	18:20
12. Rich Dissly	43	18:21
13. Joel Dice	30	18:28
14. Craig Dever	41	18:31
15. Steve Merschel	32	18:37
16. Jason Stueve	39	18:47
17. Clint Wall	37	19:01
18. Dana Mosman	25	19:26

82. Max Kirsch	43	25:53
83. Jonathan Vogels	44	26:06
84. Geoff Babb	53	26:25
85. John Thieling	34	26:29
86. Ben Baker	25	26:30
87. Carlos Sousa	28	27:43
88. Peter Will	39	29:29
89. Gytis Tuminas	22	29:35
90. Mark Jarman	48	29:58
91. Christian Busch	30	30:09
92. Eric Stout	22	31:26
93. Chris Clark	48	31:42
94. Chris Larcinese	46	32:21
95. Tom Makowski	44	32:30
96. Rich Coffman	29	32:54
97. Rich Galdieri	39	33:44
98. Rajesh Nema	36	34:28
99. Jeff Berlin	32	35:15
100. Brack Lee	35	35:44
101. Matt Sysko	30	37:00
102. Matt Walker	25	37:01
103. Michael Slack	50	39:18
104. Shane Anderson	33	53:53

Open Women

Place/ Name	Age	Time
1. Kelly Waters	19	18:09
2. Kathleen Griffin	21	19:17
3. Amy Smith	21	19:32
4. Kelly King	18	20:16
5. Jamie Schiel	25	20:37
6. Joy Schwarting	38	20:49
7. Jennifer Merschel	32	21:00

8. Kelsey Moore	19	21:07
9. Andrea Carrothers	32	22:02
10. Kali Abel	24	22:14
11. Jess Ryan	25	22:27
12. Asha Rizzo	25	22:32
13. Leslie Smith	26	22:36
14. Wendy Moline	41	22:37
15. Allison Wolfe	20	22:41
16. Lori Petrie	46	22:48
17. Lucy Conklin	26	23:11
18. Michelle Stoll	36	23:42
19. Lorri Fulkerson	52	23:52
20. Amy Roberts	41	24:00
21. Alison Hyde	26	24:13
22. Jie Kulbida	42	24:27
23. Ruth Yanai	50	24:32
24. Jenna McClain	26	24:54
25. Claire Schulz	25	25:08
26. Jessica Hattle - Thrall	19	25:12
27. Lynn Bush	29	25:15
28. Loraine Gruber	50	25:23
29. Lomi Christiansen	32	25:29
30. Robbi Young	51	25:31
31. Debby Cronin	31	25:32
32. Dana Ford	42	25:56
33. Mercedes Merchant	37	26:05
34. Cheryl Gansel	36	26:07
35. Erin Scheller	33	26:10
36. Melissa Iverson	39	26:12
37. Danna Gurari	27	26:14
38. Ann Obenchaun	43	26:19
39. Julie Reasoner	41	26:39
40. Christina Wilson	31	26:40

41. Sharon Galdieri	36	26:52
42. Erica Mahar	32	27:02
43. Becky Luna	31	27:03
44. Jill Zancanelli	41	27:10
45. Jenell Archer	40	27:32
46. Krista Hall	29	27:44
47. Gina Calley	32	27:52
48. Liz Callan	34	27:54
49. Lori Hoverter	26	28:03
50. Mandy Tulich	31	28:04
51. Trina Cisco	35	28:15
52. Whitney Luhr	22	28:24
53. Wendy Kuhna	39	28:25
54. Allison Sanchez	28	28:29
55. Hilary Davies	29	28:45
56. Kirsten Wilson	29	28:52
57. Mandi Wood	33	29:06
58. Jackie Thompson	52	29:50
59. Kathiey Tu	25	30:16
60. Tammy Armstrong	43	30:24
61. Satoko Tanaka	34	30:56
62. Katie Coffman	30	31:27
63. Michelle Moritko	31	32:11
64. Tabatha Crawford	34	32:38
65. Jane Tang	56	32:40
66. Adele Sparkman	49	32:59
67. Barbara Peralta	47	34:07
68. Jan Sparks	64	34:24
69. Briana Greer	35	34:56
70. Danella McDermed	36	36:07
71. Christina Ross	32	38:17
72. Krystie Jezierski	25	39:51
73. Kris Maldonado	49	44:27

EYE from 3A

attention” that the beer gets. As part of his culinary duties, he'll also incorporate locally grown produce into dishes as well as collaborate on beer pairings and create farm-to-table meals.

While The Eye doesn't think the food was bad, maybe Rogers will improve the crab cake sandwiches.

The city of Boulder is seeking input on bicycle parking around town.

“Can you park your bicycle safely and conveniently at work, where you shop, near your town home or condominium, at your fitness center?” the city asks in a new online bicycle survey.

Cyclists can contribute their opinions at www.bikeparkingpublic.com. Participants will receive a free Boulder Bicycle and Pedestrian Map, a \$3 value, and will be entered into a drawing to win a Performance Bicycle

repair kit worth \$120.

RSVP of Boulder County, the organization that runs the retired and senior volunteer program, wants you to help them come up with a new name.

The organization's been RSVP for 37 years but no longer is part of the federal program under which it was founded in the 1970s to promote volunteerism for retired and older adults.

RSVP of Boulder County differs from the national program because it not only provides volunteer matching in the community, but it also offers safety net services to adults with disabilities and seniors in the community. Plus, it welcomes volunteers of all ages as Safety Net Volunteers.

If you want to submit a potential name, go online at www.rsvpcolorado.org.

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NATURAL PRODUCTS COMPANIES

(Companies in Boulder & Broomfield counties ranked by revenues.*)

RANK	PREV. RANK	Company Address Phone/Fax	Revenues 2008 Revenues 2007	No. of employees in region No. of employees elsewhere	Imports? Exports?	Products/services description	Parent company Headquarters	PrivPubGov StockExchange StockTicker	Person in charge Title Year founded Web site
1	4	WHITEWAVE FOODS CO. 12002 Airport Way Broomfield, CO 80021 303-635-4000/303-635-5657	\$1,500,000,000 \$80,000,000	385 1,365	No No	Horizon produces organic milk and dairy; Silk is a soy milk line; also International Delight, Land O'Lakes liquid and cultured dairy products, Rachel's natural yogurt and STOK.	Dean Foods Co. Dallas	Public NYSE DF	Joseph Scalzo CEO and President 2004 www.whitewave.com
2	1	CELESTIAL SEASONINGS INC. 4600 Sleepytime Drive Boulder, CO 80301 303-530-5300/303-581-1332	\$1,056,400,000 \$900,400,000	200 2,986	No Yes	Herbal and specialty teas, and fair-trade organic coffee.	The Hain Celestial Group Inc. Melville, N.Y.	Public Nasdaq HAIN	David Ziegert Acting General Manager 1972 www.celestialseasonings.com
3	2	MARTEK BIOSCIENCES CORP. 4909 Nautilus Court N., Suite 208 Boulder, CO 80301 303-381-8100/303-381-8181	\$352,400,000 \$306,800,000	31 569	No Yes	Lab location for manufacturer and retailer of products developed from microalgae.	N/A Columbia, Md.	Public Nasdaq MATK	Steve Dubin CEO and Director 1985 www.martekbio.com
4	3	GAIAM INC. 833 W. South Boulder Road Louisville, CO 80027 303-222-3600/303-222-3700	\$257,200,000 \$262,900,000	230 576	Yes Yes	Environmentally friendly products; other goods and services for a healthy lifestyle.	N/A Louisville	Public Nasdaq GAIA	Jirka Rysavy N/A 1988 www.gaiam.com
5	5	RUDI'S ORGANIC BAKERY 3300 Walnut St., Suite C Boulder, CO 80301 303-447-0495/303-447-0516	\$75,000,000 N/A	160 200	No Yes	Bakes certified organic breads, buns and rolls.	Charterhouse Group Inc. New York	Private N/A N/A	John Foley CEO 1976 www.rudisbakery.com
6	6	PHARMACA INTEGRATIVE PHARMACY 4940 Pearl E. Circle, Suite 301 Boulder, CO 80301 303-442-2304/303-442-4605	\$61,539,000 \$49,000,000	N/A N/A	No No	Combining pharmacy services and over-the-counter medications with natural health and beauty products, delivered by licensed health care practitioners.	N/A Boulder	Private N/A N/A	Mark Panzer CEO 2000 www.pharmaca.com
7	7	ECO-PRODUCTS INC. 3640 Walnut St. Boulder, CO 80301 303-449-1876/303-449-1877	\$36,522,000 \$9,842,000	60 2	Yes Yes	Wholesaler of environmentally friendly grocery, business and building materials.	N/A Boulder	Private N/A N/A	Bob King CEO 1990 www.ecoproducts.com
8	17	MADHAVA MOUNTAIN GOLD HONEY 4689 Ute Highway Longmont, CO 80503 303-444-7999/303-823-5755	\$12,000,000 \$9,000,000	45 N/A	Yes Yes	Clover, alfalfa and wild-flower honey; beeswax and bee pollen from the Colorado region; organic agave nectar.	N/A Longmont	Private N/A N/A	Craig Gerbore President 1972 www.madhavahoney.com
9	8	ELDORADO ARTESIAN SPRINGS INC. 1783 Dogwood St. Louisville, CO 80027 303-499-1316/303-499-1339	\$9,140,000 \$8,457,000	N/A N/A	No No	Bottler and distributor of natural spring water and organic, vitamin-charged spring water.	N/A Louisville	Public OTC ELDO	Douglas A. Larson N/A 1983 www.eldoradosprings.com
10	9	MERIDIAN TRADING CO. 1136 Pearl St., Suite 201 Boulder, CO 80302 303-442-8683/303-442-8684	\$5,800,000 \$5,200,000	1 N/A	Yes Yes	Represents companies worldwide selling beverage herbs, medicinal herbs, herbal extracts, teas and spices.	N/A Boulder	Private N/A N/A	David Black President 1984 www.meridiantrading.com
11	11	PANGEA ORGANICS 6880 Winchester Circle, South Bay Boulder, CO 80301 303-413-8493/760-437-4479	\$5,400,000 \$2,700,000	12 0	No Yes	Offers a full line of organic body and skin-care products made with a natural preservative system and without synthetics of any kind, including petroleum-based ingredients or parabens.	Pangea Naturals Inc. Boulder	Private N/A N/A	Joshua Onysko CEO and Founder 2000 www.pangeaorganics.com
12	9	IZZE BEVERAGE CO. 2990 Center Green Court S. Boulder, CO 80301 303-327-5515/303-327-5519	\$5,200,000 \$5,200,000	31 N/A	No No	Manufactures natural juice sodas.	PepsiCo Inc. Purchase, N.Y.	Public NYSE PEP	Sal Tatora Vice President of Operations 2002 www.izze.com
13	13	BLUE POPPY ENTERPRISES INC. 5441 Western Ave., No. 2 Boulder, CO 80301 303-447-8372/303-245-8362	\$2,800,000 \$2,330,339	12 N/A	Yes Yes	Books and continuing education on Chinese medicine. Herbal supplements and acupuncture needles for practitioners of Chinese medicine.	N/A Boulder	Private N/A N/A	Bruce Staff General Manager 1982 www.bluepoppy.com
14	14	ORGANIC VINTNERS 1628 Walnut St. Boulder, CO 80302 303-245-8773/303-245-8911	\$1,300,000 \$1,282,280	4 2	Yes No	Imports over 50 wines made with certified organic grapes from 23 wine growing regions in nine countries.	N/A Boulder	Private N/A N/A	Paolo Bonetti President 2002 www.organicvintners.com
15	15	BOULDER ICE CREAM CO. 4747 Pearl St., Suite M-1 Boulder, CO 80301 303-494-0366/303-494-5589	\$860,000 \$650,000	7 N/A	No No	All-natural, batch churned ice cream in an array of flavors; available in pints for retail and bulk for food service.	N/A Boulder	Private N/A N/A	Scott Roy and Glennise Humphrey President and Vice President of Marketing 1993 www.bouldericecream.com
16	16	BELVEDERE BOULDER LLC (DBA: BELVEDERE BELGIAN CHOCOLATE SHOP) 1936 14th St. Boulder, CO 80302 303-447-0336/	\$252,000 \$250,000	4 N/A	No No	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).	N/A Boulder	Private N/A N/A	Chris Toomey and Maryfrances Toomey Co-owners 2002 www.belvedereboulder.com
17	NR	BOULDER'S BEST ORGANICS 3640 Walnut St. Boulder, CO 80301 303-499-6742/	\$136,994 N/A	4 N/A	No No	Produces boxed gift collections of organic and eco-friendly products from Boulder companies and beyond.	Best Organics LLC Boulder	Private N/A N/A	Steven Hoffman and Seleyan DeYarus Partner and President 2006 www.BouldersBestOrganics.com
18	NR	SHOYEIDO CORP. 1700 38th St. Boulder, CO 80301 303-786-8000/303-786-8040	N/A N/A	20 N/A	No No	Distributor of Japanese incense.	Shoyeido Incense Co. Kyoto, Japan	Private N/A N/A	Yuji Matsumura President 1989 www.shoyeido.com
19	19	THIRD STREET CHAI AND PIXIE MATE 6880 Winchester Circle, North Bay Boulder, CO 80301 303-442-5117/303-442-5742	N/A N/A	19 N/A	No Yes	Certified organic and fair-trade chai concentrates, private-label and contract production of organic beverages.	N/A Boulder	Private N/A N/A	John Simmons and T.J. McIntyre Presidents 1995 www.thirdstreetchai.com
20	21	HAYSTACK MOUNTAIN GOAT DAIRY INC. 1121 Colorado Ave., Unit A Longmont, CO 80501-6577 720-494-8714/720-652-0529	N/A N/A	13 0	No No	Makes goat cheese.	N/A N/A	Private N/A N/A	Chuck Hellmer Owner 1992 www.haystackgoatcheese.com
21 TIE	22	KROEGER HERB PRODUCTS CO. INC. 805 Walnut St. Boulder, CO 80302 303-443-0261/303-443-0108	N/A N/A	10 N/A	No Yes	Teas, books, capsuled herb combinations and vitamins.	N/A Boulder	Private N/A N/A	Thomas Brown President 1978 www.kroegerherb.com
21 TIE	22	MIX1 1965 N. 57th Court, Suite 102 Boulder, CO 80301 720-980-8390/	N/A N/A	10 8	No No	Produces and markets protein and antioxidant beverage.	N/A Boulder	Private N/A N/A	Bob Pinkerton CEO 2005 www.mix1life.com
21 TIE	22	WHITEDOVE HERBALS P.O. Box 251 Hygiene, CO 80533 303-702-0833/303-702-0844	N/A N/A	10 N/A	No No	Organic and wildcrafted herbal wellness products.	N/A Hygiene	Private N/A N/A	John D. Hay and Peter Hay CEO and President and Vice President of Operations 2006 www.whitedoveherbals.com
24	20	LUSH BOULDER 1312 Pearl St. Boulder, CO 80302 303-444-5874/	N/A N/A	8 N/A	No No	Retail location for fresh, handmade soaps and cosmetics; ingredients and products not tested on animals; 100% vegetarian.	Lush Ltd. Poole, England	Private N/A N/A	Shannon Sorensen Regional Manager for Western U.S. 1995 www.lush.com
25	NR	GODDESS GARDEN 6525 Gunpark Dr., Ste 370-415 Boulder, CO 80301 303-651-3678/888-568-8469	N/A N/A	7 N/A	Yes Yes	Organic skin care and sun care products.	N/A Boulder	Private N/A N/A	Nova Covington-Halter CEO 2004 www.goddessgarden.com; www.naturalsuncare.com
26 TIE	NR	FIONA'S NATURAL FOODS 1820 Industrial Circle Longmont, CO 80501 303-415-1121/303-415-1101	N/A N/A	6 N/A	No No	Wheat-free and dairy-free organic granola, granola energy bars, gluten-free quinoa cereal, gluten-free quinoa energy bars, raw European muesli, trail mix.	N/A Boulder	Private N/A N/A	Fiona Maria Simon CEO, Founder, Owner and President 2002 www.fionasgranola.com
26 TIE	NR	JUSTIN'S NUT BUTTER 409 Spruce St. Boulder, CO 80302 303-449-9559/303-449-9559	N/A N/A	6 N/A	No No	Organic nut butter manufacturing.	N/A Boulder	Private N/A N/A	Justin Gold Owner 2004 www.justinsnutchocolate.com
28	NR	DANDY DAY CORP. 11603 Teller St., Unit D Broomfield, CO 80020-5515 303-466-5127/303-466-5119	N/A N/A	5 2,500	No No	Dietary supplements and skin-care products.	N/A Broomfield	Private N/A N/A	Karen Jenkins Owner 1979 www.dandyday.com
29	NR	THE ORGANIC DISH LLC 2690 28th St., Suite F Boulder, CO 80301 303-440-3828/888-413-5910	N/A N/A	4 N/A	No No	Sells healthy, premade organic meals (ready to cook).	N/A Boulder	Private N/A N/A	Toby Hemmerling and Beckie Hemmerling Co-owners 2007 www.theorganicdish.com
30	NR	SOIL HEALTH SOLUTIONS LLC - DBA ORGANIC BOUNTEA 948 North St., Suite 5 Boulder, CO 80304 800-798-0765/707-709-8879	N/A N/A	3 5	No Yes	Produces the Bountea Growing System, Bountea compost tea and bio-organic gardening products.	N/A Boulder	Private N/A N/A	John Evans Founder and President 2006 www.bountea.com

*Second ranking criterion is number of employees.

N/A: Not available.

If your company should be on this list, please request a survey by e-mail to research@bcbr.com or call our research department at 303-440-4950.

SOURCE: BUSINESS REPORT SURVEY RESEARCHED BY Beth Edwards

NATURAL PRODUCTS

Peddling jams, soaps, candles, cookies

Licious Organics spreads homegrown products into larger Colorado market

BY ELIZABETH GOLD
news@bcbr.com

BOULDER — Lauri Wirichs has found a way to turn her grandparents' passion of farming and her own passion for organic and eco-friendly products into a successful business.

By the end of August those products — ranging from organic jams and vitamin soaps to beeswax candles and granola cookies — will be available in 10 Colorado stores.

Wirichs started her company, Licious Organics, in 2007 with the idea of using things that were thrown away as packaging.

"I went Dumpster diving and collected beer bottles to cut down, polish and fill with my homemade jam," she said. Her plan was that they would be used as drinking glasses once the jam was finished "like the Welch's jelly jars in the 1980s."

Being the kind of person who wants to understand how to do the work rather than pay someone else to do it, Wirichs went to Boulder's Slide Glass Co. to learn how to give the beer bottles a second life.

"They let me watch and learn the process."

Unfortunately specific preparation to turn containers that held alcohol into containers that hold food products is required and was more costly than Wirichs wanted to invest at the time. "I'm a single mom with three kids."

So she now uses the jars, which come from cut, sanded and polished recycled bottles, to hold beeswax votive candles.

"It's great to have packages that have three lives — from beer bottles, to candle holders to drinking glasses," she said.



JONATHAN CASTNER

Lauri Wirichs, owner of Licious Organics in Boulder, poses in her garden where she grows some of the fruits and herbs that go into her organic products.

“It's great to have packages that have three lives – from beer bottles, to candle holders to drinking glasses.”

Lauri Wirichs

OWNER,

LICIOUS ORGANICS

The beeswax used to make the candles is also part of Wirichs' homegrown, lowered-carbon-footprint business plan. What she doesn't purchase locally at Madhava comes from her own nine beehives.

To get into the honey business, she studied beekeeping and now keeps the hives in her home. "They make amazing music," she said,

describing the bees.

Licious Organics also carries hand-rolled, 100 percent beeswax pillar candles.

Labels for Licious Organics products are printed with soy ink on recycled paper that is infused with wildflowers seeds. That means that not only are the labels kept out of the garbage but they also provide a flower garden starter

— zero waste packaging.

In the past, labels for the jams have been either hand tied on with a string or secured with glue. Wirichs mixes with flour and water.

As her sales increase, however, she's having to speed up the process.

"Now that we're getting larger, I can't hand label everything. But I still want to focus on giving good things to people as well as to the environment," she explained. "I've found a company in Germany that makes labels that disintegrate in water within 24 hours."

Fruit for her jams and spreads — Peachlicious, Berrylicious and Chocolicious — comes from Colorado — some from her own garden and some from the Palisades area.

About one and one-half years ago,

► See **Peddling, 20A**

Conference set for natural products entrepreneurs

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — Naturally Boulder Days 2009 — a conference designed specifically for natural and organic product entrepreneurs in partnership with a city economic development initiative — returns to Boulder Sept. 2-3.

This year's conference features several enhancements that include an expanded roster of national speakers, an Opening Night Awards Dinner, a Product Fair and new one-on-one mentoring

sessions with leaders and legends of the natural and organic products industry.

The 2009 conference, with the theme of "Driving Through Turbulent Times," is expected

to draw more than 400 attendees to its new venue, Millennium Harvest House Boulder. Registration for the two-day conference is \$250. Registration includes the Sept. 2



Awards Dinner plus lunch and a closing reception during the full day of events Sept. 3.

The conference includes an Entrepreneur's Pitch Slam, in which

entrepreneurs have 90 seconds to present their business plans to an expert panel of judges. The Pitch Slam "Preliminaries" will take place on Sept. 2, and a group of finalists

will be selected to make their pitches at the Closing Reception on Sept. 3. The Grand Prize for the Pitch Slam winner is a \$180,000 national and sales brand management contract from Organic Food Brokers.

Naturally Boulder Days is a collaborative effort of the city of Boulder, the Boulder Economic Council and Boulder's natural and organic business community aimed at strengthening Boulder's position as a national center for entrepre-

► See **Natural, 20A**

PEDDLING from 19A

Wirichs planted blueberries, raspberries, blackberries and peach trees on her one-acre land in Boulder.

She uses agave nectar and honey to sweeten the jams and chocolate spread. "It's the only organic chocolate spread made in the U.S.," Wirichs said. She's not gotten it certified organic yet but plans to. The other chocolate spreads: Nutella comes from Italy and Rapunzel comes from Germany.

None of her products have artificial sweeteners, colors or additives.

New products include Licious Organics cookies in three flavors: chocolate and peanut butter, cranberry and nuts and plain granola. The biodegradable packaging breaks down

in about a year.

The solar- and wind-powered kitchen in Longmont where the cookies as well as the jams are made uses 100 percent renewable energy manufacturing processes. Wirichs is also partnering with kitchen owner Charlie Noble to create dry goods like peanuts, almonds, trail mix, cashews and mixed nuts.

Wirichs started Licious Organics with \$30,000 of savings and investing about \$10,000 of that in creating her garden.

Her products are available in two Sunflower Farmers Market stores, Lucky's grocery in Boulder and online with Boulder's Best Organics.

By the end of August products will

be in nine Sunflower Farmers Markets; and by the end of 2009, they'll be in 27 of the stores.

"Right now I'm making 90 jars of jam a day and by the end of August, I'll need to be making 700 a day," Wirichs said.

"We're making about \$1,000 a month right now. Some months it's revenue, and some months it's profit."

Licious Organics products fit in well with Sunflower Farmers Markets for a number of reasons. "We have a companywide environmental initiative to promote local products that are handcrafted with a sustainable approach," said Mike Gilliland, Sunflower Farmers Markets owner.

NATURAL from 19A

neurship in the natural and organic products industry.

The conference will feature several nationally recognized speakers, including Dr. Frederick Kirschenmann, distinguished fellow with the Leopold Center for Sustainable Agriculture and president of Stone Barns Center for Food and Agriculture, who will present the keynote address.

The Sept. 3 full day of events includes general and breakout sessions with such topics as "Leading Retailers Tell it Like it Is," "Economic and Market Trends," "The Necessary Revolution: Local and Regional Food Systems," "Social Media Frenzy," "Preparing Your Company for New Investment," "The Entrepreneurial Spirit" and "Creative Reinvention in This and Other Times."

At the afternoon Product Fair, attendees can visit booths of more than 50 conference sponsors and service providers to sample their wares. This year's conference adds a unique feature, found only at Naturally Boulder -- the "Biz Doctors" One-on-One Mentoring Sessions, during which entrepreneurs can discuss their business plans individually with leading industry experts.

Major conference sponsors include WhiteWave Foods, the Sterling Rice Group, Aurora Organic Dairy, Caplan and Earnest, the city of Boulder, Organic Food Brokers and Organic Vintners.

For more information or to register for Naturally Boulder Days 2009, visit the Web site www.naturallyboulderproducts.com/days/.



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
- Have had an impact on his or her organization
- Live or work in Boulder or Broomfield counties
- Made significant contributions of time and talent to the Boulder Valley Community
- Show potential for being a leader during the next decade

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"



NATURALLY BOULDER DAYS 2009

Sept. 2-3, Millennium Harvest House Boulder

Wednesday, Sept. 2

1-6 p.m. Registration, Ballroom foyer.
 2- 4 p.m. Entrepreneur's Pitch Slam, Century Room. Preliminary competition to screen entries to finalists.
 6-8:30 p.m. Awards dinner, Ballroom. Four awards including Lifetime Achievement winner with 15 to 20 minute speech.

Thursday, Sept. 3

7-8:30 a.m. Registration, Ballroom foyer.
 8:30-8:40 a.m. Welcome address, Ballroom. Linnea Simons, president, Naturally Boulder
 8:40-9:30 a.m. Keynote address, Ballroom. "Driving Through Turbulent Times," Dr. Fred Kirschenmann, distinguished fellow, Leopold Center for Sustainable Agriculture; president, Stone Barns Center for Food and Agriculture.
 9:45-10:45 a.m. General session, Ballroom. "Leading Retailers Tell It Like It Is." Moderator: Doug Radi, vice president of marketing for Rudi's Organic Bakery. Speakers: To be determined.
 10:45-11:15 a.m. Networking break, Patio.
 11:15 a.m.-12:30 p.m. Breakout session, Breakout Room. "Which Way is the Compass Pointing? Economic & Market Trends." Moderator: Frances Draper, executive director of Boulder Economic Council. Speakers: Patrick Rea, publisher of Nutrition Business Journal; Richard Wobbekind, economist, director of Business Research Division, Leeds School of Business, University of Colorado.

ESWARM from 7A

technology mimics principles found in nature: fish swarm to avoid predators, birds swarm for food." In these self-organizing systems, "solutions are distributed to the swarm without centralized control."

Social networkers are mobile, Etlinger noted. "They need to stay connected to conversations that matter to them even when they're on the go." eSwarm is currently testing a version of the application tuned to mobile devices.

eSwarm was incorporated in Wyoming in 2004. Its founders include John Temte, an entrepreneur with experience in the sports, media and services industries. Tim Newcomb, an attorney and author, directs eSwarm research. Etlinger previously held positions in the professional sports industry.

According to the patent application the founders filed in 2007, the technology eSwarm is developing is "an interactive system and method for transacting business." The system allows "potential buyers of products or services to collectively bargain with potential sellers." In addition, "potential sellers may bid against one another" to secure purchases from particular buying groups.

The revenue model features "offers" rather than "advertisements," Etlinger said, noting that 270 marketers have participated in earlier tests that demonstrated the feasibility of this model. "Unfiltered dialogue presents marketers with opportunities to connect and interact with potential customers," he added. Sellers would pay for the opportunity to present offers to groups in a bid-based system similar to Google AdWords.

Etlinger declined to identify any sellers participating in tests of the revenue model.

The company's upcoming launch focuses more on groups as social networks — "friends and likeminded people" — than as buyers. "We need to build the user base," Etlinger said. "Revenue will happen."

As the social networking space matures, some question the "subscribers first and revenues second" approach. According to the 2009 Deloitte Technology, Media and Telecom Predictions, "Social networks need to consider how to transform themselves in 2009. They should articulate and deliver on a clear, credible route to revenues." The report also warns, "As with the dot-com bust earlier this decade, investors may swing from exuberance to pessimism within a few quarters."

Etlinger declined to reveal specifics about investments in eSwarm to date, saying only that the amount was "in the millions" and funds came from friends, family and business associates of the founders.

Regarding exit strategies, Etlinger said, "We expect to entertain acquisition offers within two years." He suggested that Google Inc. was likely to be interested.



DAVID CLUCAS

New bank on the block
Flatirons Bank opens in downtown Boulder

Boulder-based Flatirons Bank celebrated the grand opening of its new downtown Boulder location at 1095 Canyon Blvd. on Aug. 3. Front row, from left is Flatirons Bank Chairman Mark Yost, his daughter Audrey Yost, Community Foundation President Josie Heath, Flatirons Bank President Wendy Reynolds; and back row, from left, Flatirons Bank Banking Relationship Manger Shelley McLeod, Flatirons Commercial Banker Brad Elliot and Flatirons Chief Financial Officer Kyle Heckman. The ribbon made of money cut was donated to the Community Foundation.

CELEBRATING

HEROES

HEALTH-CARE HEROES

BOULDER COUNTY BUSINESS REPORT

Sponsored by

Seeking Nominations

for people who have made significant contributions to health care in the Boulder Valley.

September 23, 2009
11:30 a.m. – 1:30 p.m.
Radisson Conference Center, Longmont, CO.

PULSE
The State of Health Care

Would your company like to sponsor Pulse the State of Health Care - Featuring Health-Care Heroes? Call Marlena Rich at 303-440-4950 for details.

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.

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: _____

Phone: _____

E-mail: _____

Send nomination form to
Health-Care Heroes
Boulder County Business Report
3180 Sterling Circle, Suite 201 • Boulder, CO 80301
Fax: 303-440-8954

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

Try these six steps to slow deluge of unwanted e-mail

You may have noticed that your e-mail in-box volume is growing. According to a recent 2009 Deloitte study, the average office worker could send up to 160 messages daily.

In 2001, there were more than 50 billion e-mails dispatched every day worldwide; in 2006 it was 6 trillion business e-mail messages sent.

And most of the e-mail we get we don't really want. According to another study cited by the London Times, more than 88 per cent of e-mails are considered junk by the average office worker including spam, newsletters, solicited and unsolicited e-mails.



GUEST OPINION
K.J. McCorry

Unfortunately, the e-mail volume is only going to grow bigger. Your first step to managing the e-mail volume is to reduce the in-box clutter. Develop an on-going strategy, using the following tips, to eliminate all the unnecessary e-mail from your in-box before it even gets there.

Get off subscription lists. Start now and unsubscribe to all those marketing and newsletter lists that you seem to have gotten on. With most marketing and newsletter type e-mails, there

88 percent of e-mails considered 'junk'

are 'unsubscribe' options noted at the bottom of the e-mail. Most are hyperlinks that will connect you with an e-mail marketing service, such as Constant Contact, that will automatically remove you from the list or provide you with alternate e-mail options such

IN 2001, THERE WERE

more than 50 billion e-mails dispatched every day worldwide; in 2006 it was 6 trillion business e-mail messages sent.

as preferred topics and frequency.

It is not to say that you couldn't get yourself back on the list through reactivation, but it will take you off the majority of unsolicited e-mails.

Check e-mail preferences with vendors. In today's world, most of our vendors and suppliers have us on their marketing lists. Some of these e-mails can be important information, and others are not. Most vendors have preferences to limit e-mails if you have an online account with them. Some preferences are by type

of e-mails received others are by frequency. Log in to your account and check your e-mail preferences.

Set up e-mail rules, filters. Use the rules or filters function to help the initial sort of incoming e-mail. Some e-mail software will use the term "filters" and other software will use the term "rules," both are essentially the same function.

Filter and rule functions automatically move or delete unwanted mail before it hits your in-box. For example, you can determine that all e-mail messages containing a certain subject heading should be deleted before entering your in-box or that e-mail from a particular sender is automatically moved into a specified folder. When you set up a rule or filter, the incoming e-mail will re-direct and move to a different file folder and is diverted from your in-box entirely. This is particularly helpful for distribution lists and/or newsletters that you may not need to see daily and could review on a weekly or monthly basis. This is also particularly useful if you have a friend who always forwards jokes or other unimportant e-mail that you can filter out automatically.

Create separate e-mail account. Create a separate e-mail address with free e-mail accounts such as Gmail or Yahoo and give this e-mail to certain

organizations, online shopping sites and other Internet registry sites that require you to give an e-mail to log into their site. Keep your primary e-mail address only for friends and business associates.

Check junk e-mail settings. With most e-mail software there are automatic "junk" e-mail settings and preferences that can be set. Internet service providers also have junk mail settings and preferences as well. Find these preference settings and change accordingly. In Outlook go to Tools/Options and under the first tab 'Preferences' click on the Junk Email tab. This will have a series of tabs with various options and settings to minimize junk e-mail.

Determine preferences with CC and BCC. If you experience a high volume of CC and BCC e-mail, consider if this is e-mail you need to be receiving. If not, let the sender know. Often, copies are sent because the sender is unsure of what others (usually managers or supervisors) want to see. Communicate to your staff and colleagues which distribution lists you would like to be on or off.

K.J. McCorry is chief executive of Officiency Enterprises, consulting services that help offices become more productive, efficient and sustainable with resources and time. She is the author of "Organize Your Work Day In No Time." She can be reached at www.officiencyenterprises.com.

Crayons to Calculators school supply drive under way

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER – Crayons to Calculators, a collaborative annual school supply drive, is gearing up to provide more than 5,000 backpacks of school supplies to students in Boulder Valley and St. Vrain Valley school districts in August.

Together, the two school districts have more than 11,000 students on the federal lunch assistance program, a common indicator of family poverty.

As of press time, 30 Boulder

County businesses have joined the Corporate Challenge sponsored by Western Disposal, with support from the Camera, Staples and individuals.

Crayons to Calculators is a partnership among Impact on Education, I Have A Dream Foundation of Boulder County, Sister Carmen Community Center, Foothills United Way, Boulder Valley School District, FISH Inc. of Broomfield, Education Foundation for the St. Vrain Valley and the St. Vrain Valley School District focused on ensuring that all students

start school with the supplies they need to succeed.

Last year, Crayons to Calculators provided 4,812 students with a backpack of school supplies.

"In today's economic environment, the challenge is greater than ever," says Francie Anhut, chief executive of Impact on Education. "More students need help at the same time that donations are harder to come by. Western Disposal stepped up their efforts and we hope the community will do so as well."

Crayons to Calculators invites

community members to fill a backpack with required supplies and drop off at a collection site, or to donate cash that is used to purchase backpacks and school supplies at cost from Staples. Volunteers assemble the backpacks the first week in August and they are delivered to schools for distribution to students before school starts mid-August.

Supply lists, collection sites and volunteer opportunities can be found on the program's Web site, www.crayonstocalculators.org.

AEROSPACE from 1A

industry/university research partnership to develop and commercialize viable space technologies; accelerate the creation and development of entrepreneurial space companies in aerospace-intensive regions of the country; and establish a collaborative industry/university curriculum to prepare high school, community college, and university students for working in the aerospace industry either as technicians or scientists.

"It's great news. If it happens, it'd be terrific," said George Sowers, United Launch Alliance's business development and advanced programs vice president.

Sowers is one of eSpace's two new board members. The organization

recently added the board members as well as a government liaison to its team.

Sowers, as well as Merri Sanchez, an experienced NASA engineer and human spaceflight manager, were appointed to the board. Lisa Lockyer, deputy director of the New Ventures and Communications Directorate at NASA Ames Research Center in Colorado Springs, was named the liaison.

"From what I can see in the first board meeting and some follow up activities I've had ... it seems like it's very worthwhile," Sowers said speaking of eSpace.

The two new board members will join Mark Sirangelo, David Allen, Frank Backes, Daniel Baker, Jeffrey Forbes,

Cary Ludtke, R.C. "Merc" Mercure and Scott Trimboli on the board. Lockyer will join Casey Anglada DeRaad to become the second liaison.

Diane Dimeff, eSpace's director, said the main difference between a liaison and a board member is that liaisons can't vote on issues. Otherwise they both mentor and counsel aerospace companies and entrepreneurs.

Earlier this year, eSpace chose three companies from a pool of 30 applicants for the first class of its space incubator program.

Members of the first class are Zybek Advanced Products and Net-Centric Design Professionals, both in Boulder, and Space Awareness

Services in Colorado Springs.

Zybek produces synthetic moon rocks that more-accurately allow testing and simulations of moon landers and rovers. Net-Centric is developing secure networks for communication between space crafts and people on Earth. Space Awareness tracks space debris using commercial telescopes and software to help prevent collisions.

Zybek and Space Awareness Services both received \$20,000 grants in conjunction with joining the program.

Dimeff said the companies involved in eSpace's first incubator program, which began earlier this summer, likely will receive counsel for another 12 to 18 months.

BUSINESS DIGEST

OPENINGS

John Lehdorff has formed **Have Fork, Will Travel**, a Boulder-based firm offering private restaurant reviews for chefs, owners and managers. Other services include menu consulting, and writing and editing for restaurant and food company Web sites. Lehdorff is the former dining critic of the Rocky Mountain News and author of "Denver Dines," a restaurant guide book. Contact him at JohnLehdorff.com.

Metabolic Research Center has opened a weight-management center at 900 S. Main St. in Longmont. Hours are Monday through Friday, 9 a.m. to 7 p.m., and Saturday, 9 a.m. to 1 p.m. On the Web www.emetabolic.com. Phone is 303-776-2222.

Clothing retailer **Forever 21** opened at the Flatiron Crossing mall in Broomfield taking a 55,257-square-foot space formerly occupied by Lord & Taylor's.

CLOSINGS

Play It Again Sports at 653 S. Broadway in Boulder will close on Aug. 30. The franchise is owned by Joy Rochester, a longtime Boulder resident, who bought the store four years ago from Sue Stapleton.

Wolf Camera at 2520 Arapahoe Ave in Boulder has closed because of parent company Ritz Camera's bankruptcy. Wolf Camera still has a store at 1255C E. First Ave. in Broomfield.

MOVES

Rick's Eyeworks, an eye-care center, moved from 579 E. South Boulder Road in Louisville to 615 Main St. in Louisville. Phone is 303-666-6320.

Dandy Day Corp., a dietary supplements and skin-care products company, moved from 13608 Raleigh St. in Broomfield to 11603 Teller St. Unit D. in Broomfield. Phone is 303-466-5127.

BRIEFS

Boulder-based **LogRhythm Inc.** has expanded its market to include the Asia Pacific region and hired David Cheng to lead the area's marketing efforts. Cheng has more than 18 years of security and infrastructure software experience.

Local Bunny LLC, a new Boulder-based company integrating a business' Twitter account with automated responses, recently launched its Twitter-oriented business and plans to launch a Facebook-oriented business in the next few weeks. The company, co-founded by Kevin Cawley, Karen Reich and Dave Rogers, sets up automated responses to specific keywords via Twitter. A Twitter user, for example, could inquire about that day's food or drink specials, directions or upcoming events and receive an automated response.

CONTRACTS

Royce Arbour Inc. in Boulder has been hired by **Garfield County** as a consultant to assess the county's main environmental health risks and how to reduce them. Funding is through a Community Action for Responsive Environmental Solutions grant the county received from the Environmental Protection Agency. The consulting team includes Diana Royce Smith, Charles L. Stout and Laura A. Smith.

The 24-hour **Tennis Channel** selected Boulder-based **Spectra Logic Inc.**'s Spectra T950 robotic tape library with six LTO-4 drives and 950 activated slots to store and protect 50TB, or 946 hours of video footage. Tennis Channel now has a storage platform that automates tape handling and supports growing backup data sets at much faster speeds.

Longmont-based **interSector Partners L3C** added two new clients in the socially responsible business and government sectors. **Rally Software** in Boulder contracted with interSector to identify and explore potential nonprofit partnerships, and City and County of Broomfield selected the firm to facilitate a strategic plan update process.

Boulder-based **Metzger Associates**, a social media and strategic communications firm, has been hired by **Waxing the City**, a Denver-based group of waxing salons specializing in hair removal. Metzger will provide public relations counsel as the company embarks on an expansion into other regions and opens its newest studio in Dallas.

St. Louis-based **Peak PACE Solutions** has hired Boulder-based **Pivot Communication** as its agency of record. Pivot will assist the health-care management services organization with its public relations and marketing including branding, Web-site design and development, and media outreach.

The Creative Alliance, a public relations, marketing and design firm based in Lafayette, has been retained by solar-powered products company **ToughStuff** to provide strategic marketing planning, the design and develop a new Web site and public relations services.

Level 3 Communications Inc. in Broomfield signed a contract with **GLOBALINX**, a voice over Internet protocol provider, to provide the company with voice and caller ID services.

Goddess Garden, a Boulder-based skin-care com-



Pilatus Business Aircraft Ltd. in Broomfield has sold an aircraft to the Phoenix Police Department's tactical support bureau for \$4.2 million. The PC-12 Spectre is a single-engine surveillance aircraft.

pany, has entered an agreement to sell its line of organic sunscreen products in Whole Foods stores in Colorado. Whole Foods will carry both the kid's and adult sunscreen lotions in 3-ounce tubes and a 6-ounce family sizes. The sunscreen provides 30 SPF

using zinc oxide and titanium dioxide.

Massachusetts-based **RXi Pharmaceuticals Corp.** has exercised its option to acquire an exclusive worldwide license to novel technologies from Boul-

der-based **Advirna LLC** to enable delivery of RNAi therapeutics.

MERGERS & ACQUISITIONS

Washington-based **Catalyst Rx** has acquired pharmacy benefit-management company **Total Script** in Broomfield for an undisclosed amount.

SERVICES

Fastframe of Boulder at 2327 30th St., is offering certified "green" frame and matboard products, including Larson-Juhl frames from the Biltmore and Sorrento collections that are PEFC certified. PEFC stands for the Programme for the Endorsement of Forest Certification. It is the world's largest forest certification system ensuring the chain of custody from forest to final product meets sustainability standards.

Deadline to submit items for Business Digest is three weeks prior to publication of each biweekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338; fax to 303-440-8954; or e-mail to news@bcbr.com with Business Digest in the subject line. Photos submitted will not be returned.

People ▾ | Networking ▾ | Awards ▾

Sponsorship opportunities
are still available.
Call today to reserve your spot!

What are you doing?

Attending the 2009
BCBR IQ Awards!

UPDATE

BUILD YOUR NETWORK

➔ Come celebrate with Boulder Valley's most influential business leaders as we honor the latest innovative products and services developed by the area's leading companies and organizations.

➔ The IQ Awards features a heavy hors d'oeuvre buffet, an active trade show, great networking opportunities, live awards show and lots of surprises.

WHO'S LINKED WITH

SPONSOR UPDATES

PLATINUM	
GOLD	
BRONZE	
BADGE	
IN-KIND	

STATUS UPDATES

WHEN Thursday, August 20
5:30 - 8:00 p.m.

WHERE Lionsgate Event Center
1055 S. 112th St
(Highway 287)
Lafayette, CO

Individual Ticket: \$49
Table for 10: \$450

After Aug. 14: Individual Ticket: \$59, Table for 10: \$550.
This event will sell out!
No registration will be accepted once capacity is reached.

Register online at
www.IQawards.com
or call 303.440.4950 by Aug. 14, 2009

THE BOULDER COUNTY BUSINESS REPORT • www.BCBR.com • 303-440-4950

CALENDAR

August

7 The Lafayette Chamber of Commerce is hosting an **Eye Opener Breakfast** at 7:30 a.m. at Mountain High Appliance, 1130 Pine St. in Louisville. Cost is \$10 with an advance R.S.V.P. and \$12 at the door. R.S.V.P. by Aug. 4. For more information, call 303-666-9555 or e-mail info@lafayettecolorado.com.

The Longmont Area Chamber of Commerce is having a **Leads for Success** from 11:30 a.m. to 1 p.m. at The Dickens Tavern, 300 Main St. in Longmont. Admission is free. For more information, call Kevin Teel at 303-920-7052 or e-mail Kevin@benchmark.com.

Art + Soul Gallery presents Curio: Specimens, Collectibles and Artifacts from 6 to 9 p.m. at Art + Soul Gallery, 1615 Pearl St. in Boulder. This collaborative exhibition by Regan Rosburg and Laura Zindel combines drawings of birds, beetles, cicadas, ants, magnolias and Victorian script on canvas to produce a combined body of work. For more information, e-mail info@artandsoulboulder.com or go to www.artandsoulboulder.com.

8 The Boulder Potters' Guild is hosting a sale from 9 a.m. to 4 p.m. at the Boulder Potters' Guild, 3185 Sterling Circle in Boulder. For more information, call 303-447-0310 or e-mail contact@boulderpottersguild.com or go to www.boulderpottersguild.com.

Align Chiropractic Center is hosting a barbeque from 11 a.m. to 2 p.m. at Align Chiropractic Center, 1318 Vivian Street in Longmont. The event is open to all ages and will feature food, refreshments and door prizes. For more information, call Mercedes Mikalaitis at 303-776-0882 or e-mail Mercedes@alignchiropracticcenter.com.

9 The Good Sam Bike Jam will be held from 6 a.m. to 5 p.m. at Exempla Good Samaritan Medical Center, 200 Exempla Circle in Lafayette. All proceeds go to the Exempla Foundation's Cardiac Care Fund. Admission is \$60. For more information, call 303-689-5252, e-mail folsoml@exempla.org or go to www.goodsambikejam.org.

11 Entrust New Direction presents **Rescue Your Retirement Funds from the Stock Market** from 8 to 9 a.m. at Entrust New Direction, 1300 Plaza Court North Suite 103 in Lafayette. Find out how you can diversify your retirement portfolio and invest in real estate, commodities and futures, foreign currency, precious metals and private businesses. Admission is free. For more information, call 303-546-7930, e-mail events@ndira.com or go to http://newdirectionira.com/rescue-your-retirement-workshop/.

12 Gene Branch, partner at the intellectual property law firm of Townsend and Townsend and Crew presents **Patent Reform: Are We Headed in the Right Direction? A View From the Trenches** from 7 to 9 a.m. at the Law Offices of Townsend and Townsend and Crew 1400 Wewatta St., Suite 600 in Denver. Admission is free to 8th Continent Chamber members, \$20 for nonmembers. A light breakfast will be served. Space is limited to 40 people. Call 720-833-5915 to RSVP or email news@8CProject.com.

13 The Davinci Institute presents **Twitter Boot Camp** from 6 to 9 p.m. at Beef of Brady's 585 E. South Boulder Road in Louisville. Learn how to create business relationships, market products, drive traffic to your Web site and keep on top of local and national news. For more information, call 303-666-

4133 or e-mail deb@davinciinstitute.com.

The Louisville Chamber of Commerce presents a **Business After Hours** from 5 to 7 p.m. at Flowers with Flair, 830 W. Cherry St. in Louisville. Cost: \$10. R.S.V.P. by Aug. 11. 303-666-5747.

14 The Longmont Area Chamber of Commerce presents a **Business Before Hours** from 7 to 9 a.m. at Mountain States Children's Home, 14770 N. 107th in Longmont. Admission is free. For more information, call Tracy Taylor-Sea at 720-864-2872 or e-mail ttaylorsea@longmontchamber.org.

Transformation Advisors is offering a one-day course **Certified Supply Chain Analyst** from 8 a.m. to 4 p.m. at Xilinx Summit Retreat Building, 3100 Logic Drive in Longmont. Admission is \$50 for the unemployed. For more information, call 720-565-9549 or e-mail cscsa@emailta.com or go to www.123signup.com/event?id=jqmnv.

17 The Davinci Institute presents **The Comeback Coach — Mark McIntosh on Transforming Life's Lemons into Margaritas** from 6 to 9 p.m. at the MADCap Theater, 10679 Westminster Blvd. in Westminster. Admission is \$25. For more information, call 303-666-4133.

19 The Boulder Chamber is hosting a **Business After Hours** from 5:30 to 7 p.m. at Calmante, 2701 Calmante Ave. in Superior. For more information, call the chamber at 303-442-1044.

Entrust New Direction is hosting a Webinar **Purchasing Investment Property in Your IRA** from noon to 1 p.m. at http://newdirectionira.com/purchasing-investment-properties-in-your-ira/. For more information, call 303-546-7930 or e-mail events@ndira.com.

20 The Boulder Chamber is hosting a **Leads Group** from 11:30 a.m. to 12:45 p.m. at the Chamber Center, 2440 Pearl St. in Boulder. To join this group, contact Magali Lutz at Magali.Lutz@edwardjones.com, call 303-926-6729 or go to www.bccleadsgroup.com.

Theresa Szczurek is offering a workshop **Actions to Help Firms Survive and Thrive in Tough Times** along with Sandler Sales training expert Steve Parry from 11:30 a.m. to 2 p.m. at The Denver Athletic Club, 1325 Glenarm Place in Denver. Lunch is included for \$49. For more information, e-mail tms@TMSworld.com or go to http://www.salesproductivity.us/seminarsignup.htm.

The Longmont Area Chamber of Commerce is having a **Business After Hours** from 5 to 7 p.m. at Longmont Clinic, 1925 Mountain View Ave. in Longmont. Admission is \$10 at door. For more information, call Tracy Taylor-Sea at 720-864-2872 or e-mail ttaylorsea@longmontchamber.org.

The Boulder County Business Report presents the **IQ Awards** recognizing the most-innovative new products and services in Boulder and Broomfield counties. Event begins at 5:30 p.m. at Lionsgate Event Center, 1055 South 112th St. in Lafayette. Registration deadline is Aug. 14. Register online at www.bcbcr.com and click on Register for a BCBR Event, or call Emily Trayers at 303-440-4950. Cost is \$49 per person.

21 The Coal Creek Community Theater presents **Front Range Playwrights' Showcase** from

7 to 10 p.m. at Louisville Center for the Arts, 801 Grant Ave. in Louisville. Admission is \$5.00. For more information, call Linda Orr at 303-665-0955 or e-mail Linda.orr@ccctheater.org.

22 The Lafayette Chamber of Commerce presents the **Lafayette Peach Festival** from 9 a.m. to 4 p.m. on S. Public Road in Lafayette. Along with 30,000 pounds of fresh peaches from Morton's Certified Organic Orchards, there will be an art and crafts show, blood drive, entertainment and festivities for the family. For more information, go to www.lafayettecolorado.com.

25 The Lafayette Chamber is hosting a **Business After Hours** from 5 to 7 p.m. at Smashburger, 2755 Dagny Way in Lafayette. Admission is \$10 in advance and \$12 at the door. For more information, call 303-666-9555 or e-mail info@lafayettecolorado.com

26 The Longmont Chamber presents **Never Sell Ice to Eskimos: A practical program on powerful prospecting** from 8 a.m. to noon at the Radisson Conference Center, 1850 Industrial Circle in Longmont. Admission is \$45 for nonmembers. For more information, call Tracy Taylor-Sea at 720-864-2872 or e-mail ttaylorsea@longmontchamber.org.

27 The Broomfield Chamber is hosting a **Business After Hours** at 5 p.m. at Troy Centre, 2095 West 6th Ave. in Broomfield. Get to know your fellow business owners, enjoy food and beverage compliments of various Chamber member restaurant and food vendors. Member pre-registration is \$10 and \$15 at the door. Nonmember registration is \$30. For more information, call 303-466-1775 or go to www.broomfieldchamber.com/event_registration.php?ID=546.

28 Oskar Blues is hosting its **Beer with Ball's Golf Tournament** at 1:30 p.m. at Twin Peaks Golf Course, 1200 Cornell Drive in Longmont. Denver-based Love, Hope, Strength foundation is the beneficiary of this year's tournament. For more information, go to www.lovehopestrength.org. To become a sponsor or place a team in Beer With Balls, golfers should contact Wendy Weathers at our Longmont brewery at 303-776-1914 or wendy@oskarblues.com.

September

3 The OUR Center is hosting its **Center Charity Golf Classic** at 8 a.m. at Ute Creek Golf Course, 2000 Ute Creek Drive in Longmont and at 1 p.m. at Fox Hill Country Club, 1400 E. Colorado Highway 119 in Longmont. For information on registration or sponsorship prices, call Elaine at 303-772-5529 or e-mail Elaine@ourcenter.org or go to www.ourcenter.org/Events.

The CU Buff Kick Off Lunch co-hosted with the Boulder Chamber will be from 11:30 a.m. to 1:30 p.m. at University of Colorado at Boulder, Balch Field House on the CU Campus. For more information call CU Events at 303-492-5497 or register at www.cubuffs.com/events.

10 The Longmont Area Chamber of Commerce presents **Business Essentials** from 6 to 9 p.m. at the chamber office, 828 Main St. in Longmont. Develop a business strategy, target your market and build your financial plan around your customer base. Admission is free. For more information, contact Bing Chou at 303-442-1475 ext. 2 or e-mail bing_chou@boulderchamber.com.

The Boulder Small Business Development Center is hosting Business Essentials from 6 to 9 p.m. at the

Longmont Area Chamber of Commerce, 828 Main St. in Longmont. Learn how to target your market through market research and competitive analysis. Develop financials by understanding financial statements, projections and start-up costs. Admission is free. For more information, call Bing Cou at 303-442-1475 ext. 2 or e-mail bing_chou@boulderchamber.com.

Deadline for Calendar items is three weeks prior to publication. The weekly events calendar alternates with the monthly events calendars; each appears once every other issue. Mail Calendar items to Calendar, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338; fax to 303-440-4950 or e-mail to news@bcbcr.com with Calendar as subject.

NONPROFIT NETWORK

BRIEFS

Community Food Share has received a \$4,000 one-time grant from the Anschutz and Temple Hoyne foundations through a fund managed by the Denver Foundation. The Niwot-based nonprofit will use the funds for Feeding Families, a Direct Service program that distributes food to families with children in the School Free Lunch program in the Boulder Valley and St. Vrain Valley school districts. Feeding Families distribution occurs on Thursdays, Fridays and Saturdays from 8:30 a.m. to 1:30 p.m. out of the Community Food Share warehouse in Niwot.

FUNDRAISERS

Oskar Blues is hosting its **Beer with Ball's Golf Tournament** at 1:30 p.m. on Friday, Aug. 28, at Twin Peaks Golf Course, 1200 Cornell Drive in Longmont. The event includes a beer can chicken lunch and driving-range balls prior to tee time, 18 holes of Twin Peaks golf and prize-winning opportunities during the golf match. Denver-based Love, Hope, Strength foundation is the beneficiary of this year's tournament. This foundation provides cancer-fighting medical equipment and financial support to cancer centers in poor communities throughout the world. For more information, go to www.lovehopestrength.org. To become a sponsor or place a team in Beer With Balls, golfers should contact Wendy Weathers at our Longmont brewery at 303-776-1914 or wendy@oskarblues.com.

The OUR Center is hosting its **Center Charity Golf Classic** on Thursday, Sept. 3, at 8 a.m. at Ute Creek Golf Course, 2000 Ute Creek Drive in Longmont and at 1 p.m. at Fox Hill Country Club, 1400 E. Colorado Highway 119 in Longmont. Registration fee of \$140 includes fees, cart, snacks and prizes. In addition, the Rib House will provide a barbeque dinner on the Fox Hill patio following the afternoon round. For information on registration or sponsorship prices, call Elaine at 303-772-5529 or e-mail Elaine@ourcenter.org or go to www.ourcenter.org/Events.

Buzz Coffee presents **The Hollywood Buzz, a Benefit for the OUR Center** from 6 to 11:30 p.m. on Saturday, Sept. 19, at the Radisson Ballroom, 1900 Ken Pratt Blvd. in Longmont. Cocktails, appetizers, dinner, art from 20 local artists, silent and live auctions will be featured at this year's event. Registration deadline is Sept. 5 for individuals or tables and Aug. 15 for sponsorships. For information on registration or sponsorship prices, call Elaine at 303-772-5529 or e-mail Elaine@ourcenter.org or go to www.ourcenter.org/Events.

MAGICAL from 3A

6,000-square-foot studio, to remain profitable since day one, according to Roche, who would not disclose company revenue or income.

They've written original lyrics and provided creative audio services for Volkswagen, Coors, Old Chicago, Horizon Organics and Sprite.

They've also recorded many bands, including REM, The Fray, David Foster, Rose Hill Drive, Hazel Miller and Chris Daniels.

"We do all the audio: we mix the voice, music and sound effects," Roche said. "Things are evolving so quickly, technically. We stay on the forefront of technology because that's the world we live in."

Minimal marketing effort is required after three decades. They send press releases to trade publications and ad agencies and keep their Web site current with live content. Coupe sponsors a variety of local events, including the "Almost



PETER WAYNE

Eric Singer, left, reviews a musical score with Mel Reeck in preparation for recording. Singer and Reeck are producers at Coupe Studios in Boulder.

Famous" band battle with the winner receiving a weekend of free recording

time. They mentor young people, give tours to scouting organizations,

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303-447-0551
www.coupestudios.com
Scott Roche, Patrick Cullie, founders
Employees: 14
Primary service: audio services, music production
Founded: 1980

schools and various groups as a way to inspire young people to pursue their dreams.

Future plans call for continued growth, including a new mixing room, called the Sound Lounge. Roche says every day brings a new opportunity.

"We're excited to come to work. We never know who's going to walk in the door. We've met some incredibly interesting people in our world of sound, and it's been a lot of fun. We look forward to the next three decades."

No slowdown in Boulder Valley foreclosures

Despite some signs of an improving economy, there has been no slowdown in Boulder Valley foreclosure filings.

A total of 180 new foreclosures were filed from July 1 to 31 in Boulder and Broomfield counties, the highest ever recorded in the area for a single month's period. The record amount broke the previous all-time monthly high of 165 filings in April earlier this year, according to records at public trustee offices in Boulder and Broomfield counties.

For the year through July 31, foreclosures are up 14.1 percent from a year ago at 994 filings versus 871 filings at this time a year ago.

Foreclosures typically are filed after borrowers are 75 to 90 days late on their mortgage payments. Those homes haven't necessarily been repossessed yet, but the figures are a good indication of how many households are struggling to pay their bills.

The record high of foreclosures comes after a lower amount of filings earlier this year. It could represent a backlog of previous foreclosures delayed by the banks and government, or signal that mounting job losses are creating further pressures

on the local housing market.

By city, Longmont reported the highest amount of foreclosures in July with 79 filings. It was followed by Broomfield reporting 34 filings and Boulder reporting 33 filings to round out the top three.

BOULDER

MOVE AND EXPANSION: Tundra Specialties Inc., a wholesale restaurant equipment and supply distributor, will move operations from unincorporated Boulder County in Gunbarrel to Boulder in 2010.

Tundra signed a lease in late July for 52,000 square feet of space at 3825 Walnut St. in Boulder and plans to move by Feb. 1 of next year. The company currently occupies two buildings on Gunpark Drive in Gunbarrel.

Tundra specializes in food-service equipment and parts, restaurant supplies and restaurant plumbing supplies. Chief executive Michael Lewis founded Tundra in 1993 in Boulder with two employees and 200 equipment parts. It moved to Gunbarrel in 1999 and has grown into an international distributor of more than 10,000 stocked parts. It has about 75 employees.

Freeman Myre Inc. represented Tundra, and Fuller & Co. represented the landlord at 3825 Walnut St., Denver-based DPC Development Co.

LAND DEAL DEBATED: The city



REAL ESTATE
David Clucas

NEW SMARTHOME

Imagine! building in Longmont



JERRY W. LEWIS

Imagine! broke ground on its second new SmartHome in Longmont at 1608 Otis Drive. The home will use technologies to assist residents with cognitive and physical disabilities. From left, Brian Juge, PEH Architects; Jeff Dingwall, Golden Triangle Construction; Denise Selders, Colorado Division of Housing; Ellen Ranson, Longmont chamber; Roger Lange, Longmont mayor; Leona Stoecker, Imagine! Foundation board president; Chris Mirto, PEH Architects; Kathy Fedler, city of Longmont; and Greg Wellems, Imagine!

of Boulder has extended a deadline to possibly purchase a 10-acre property at 6400 Arapahoe Road with plans for a future recycling center.

City officials voted to pay the property owners Colorado Tennis Facilities LLC \$4,000 a week to extend the purchase deadline until Aug. 24. City leaders had been working with Boulder County officials to jointly purchase

the property for \$5.45 million.

Plans included a joint recycling center between the two municipalities, but Boulder County became concerned it would not be able to locate its planned construction and demolition debris and compostable organics recycling facilities on the property due to zoning and neighbor concerns. It therefore

► See **Real Estate, 27A**

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EDITORIAL

Federal funding of incubator deserves support

Anyone employed in the aerospace industry in the Boulder Valley — or elsewhere along the Front Range — should be gratified at the work being done on the industry's behalf by U.S. Rep. Jared Polis, D-Colo.

Polis has been instrumental in securing House of Representatives approval for \$2 million in funding for eSpace: The Center for Space Entrepreneurship, a nonprofit incubator formed in January by the University of Colorado and SpaceDev Inc. of Louisville. The incubator is charged with boosting entrepreneurship and work-force development in the space industry.

The \$2 million in funds still must be approved by the Senate and signed into law by President Obama. We're counting down until both act.

As Boulder County Business Report staff writer Ryan Dionne reports in this edition, the funds would be used to:

- Build an industry/university research partnership to develop and commercialize viable space technologies.
- Accelerate creation and development of entrepreneurial space companies in aerospace-intensive regions of the country.
- Establish a collaborative industry/university curriculum to prepare high school, community college and university students working in the aerospace industry as technicians or scientists.

Locally, Colorado is one of nation's leaders in aerospace technologies, and Boulder is at the forefront, serving as headquarters for Ball Aerospace & Technologies. Many other aerospace companies have thrived in Boulder and Broomfield counties. Additionally, technologies developed at CU, the Laboratory to Atmospheric and Space Physics, JILA and other institutions have made the area a center for the space industry.


Entrepreneurship could very well be the next frontier in space exploration, supplementing advances made by NASA and other organizations. The funds that would be appropriated by Congress would get eSpace's efforts off the ground, and help solidify our nation's position as the center of space innovation.

AMAZING FACTS FROM A DECADE OF BCBR CARTOONS


ALL 100% TRUE!

MOST FREQUENTLY USED TARGETS:

1. CU SPORTS SCANDALS
2. CROSSROADS MALL
3. PRAIRIE DOGS
4. CROCS
5. TOFU/TOFURKEY
72. PRAIRIE DOGS WHO WEAR CROCS



DID YOU KNOW ??? THE SAME ART CAN BE USED AGAIN AND AGAIN WITH MINOR MODIFICATIONS:




JERRY GARCIA

SANTA CLAUS

FORMER BCBR EDITOR JERRY W. LEWIS


LONGEST WORDS I HAVE EVER USED IN A CARTOON:

- FLUFFERNUTTERS
- ANTHROPOMORPHIC
- SPOKESCHARACTERS



HEY! I'M ALL THOSE THINGS!

APPARENTLY, I HAVE GOTTEN 37% BETTER LOOKING OVER THE LAST TEN YEARS:



WHY, YOU HANDSOME DEVIL!

OH, STOP!

ME, 1999

ME, 2009

Ruelle BCBR

Online 'paper' coming to Boulder?

Former Camera biz editor pursues competing venture

Shifting trends in local media may be shaking things up for the Boulder Daily Camera, courtesy of a former Camera editor.

Robert Wells earlier this year launched The Boulder Reporter, an online-only "project" to determine whether Boulder needs and can support an online-only community publication. (The Boulder Reporter is not to be confused with the Boulder Report, a blog written by former Boulder County Business Report copublisher Jerry W. Lewis.)

Wells comes to the venture with an impressive résumé: He was a co-founder of Where to Live in Boulder County and what became known as Boulder Magazine. He also was a business reporter for the Detroit Free Press and the Rocky Mountain News, and served as business editor at the Camera from 1988 to 1990.

Since then, he's worked in a variety of local media and marketing roles and currently is managing director for Lennox Communications, a public-relations firm in Boulder.

His April 7 article, posted on www.boulderreporter.com, asked the question, "Does Boulder need an online 'newspaper'?"

"An opportunity may be emerging for someone to create a platform for pithy, valuable reporting and insight-

ful commentary about life in Boulder, Colorado," Wells wrote.

Wells outlined three preconditions for such a venture to succeed:

- "Demise or further shrinkage" of the Daily Camera. "Insiders suggest that with MediaNews's heavy debt load, and with all the publications probably losing money, business as usual can't go on forever," Wells wrote.
- Achieving nonprofit status for The Boulder Reporter, allowing for tax-deductible support from individuals and foundations.

• His "ability to assemble a strong core of reporters, videographers, bloggers and editors to make the content happen."

Wells told me in a telephone conversation this week that he developed The Boulder Reporter concept during the height of newspaper closures. "I hatched the idea when newspapers were failing left and right," he said, "and at that time, I thought the Camera would be the next to go."

Now, he's not so sure. "The Camera is a viable entity," he said. "You get up in the morning, and the Camera does give a decent snapshot of yesterday's Boulder County news."

Does that mean there wouldn't be

a place for a more-developed Boulder Reporter? Wells said he's still not sure, but that a site that was "a little more thoughtful, analytical and gossipy" might work.

Thus far, The Boulder Reporter includes only content written by Wells, but he said he's had conversations with several current and former media professionals and business leaders about contributing.

He added that the current BoulderReporter.com Web site would have to be much more fully developed to succeed, with heavy emphasis on video, social media and interactivity. He added that securing support from nonprofits, foundations and "community-minded individuals" would be essential, as would development of a loyal base of advertisers.

Wells' effort will be fun to watch, and is similar to efforts under way in Denver by two groups, InDenverTimes.com and RockyMountainIndependent.com. Neither are nonprofits, but both include former Rocky Mountain News staffers attempting to provide online-only alternatives to The Denver Post.

Whether those ventures succeed, and whether the Camera stumbles enough to leave room for The Boulder Reporter remains to be seen. What's clear is that there are a lot of people out there like Wells, ready to shake things up.

Christopher Wood can be reached at 303-440-4950 or via e-mail at cwood@bcbcr.com.



PUBLISHER'S NOTEBOOK
Christopher Wood

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REAL ESTATE from 25A

assigned the full purchase agreement for the 6400 Arapahoe site to the City of Boulder, and is seeking to purchase a site near Western Disposal on 63rd Street as an alternative.

The city of Boulder must now decide if it wants to purchase the property on its own.

The 10-acre site at 6400 Arapahoe Road originally was slated for a proposed tennis facility complete with 10 indoor courts, 10 outdoor hard-surface courts and four clay courts in addition to a spa, fitness center, pool, bistro and day-care center.

Owners Duke Paluch, and Kendell and Donna Chitambar of Colorado Tennis Facilities said the economic downturn and other issues made those plans financially unfeasible. They purchased the site for \$3.9 million in March 2008 and are now looking to sell it with possible plans for a tennis center elsewhere.

The property is located just outside city limits in unincorporated Boulder County.

OFFICE MOVE: Data Network Group, an information technology

consultant company, has moved into a 4,200-square-foot space at 5777 Central Ave., Suite 100, in Boulder.

"We were starting to outgrow the office we were in," said Lynn Mareth, vice president of Data Network Group. "We definitely foresee growth with our company and will possibly be hiring soon. The new layout fits our business needs, and we're optimistic the space will lend itself to that growth."

One of the features of the new workplace is a management operations center complete with specially designed workstations and LCD monitors. The center allows the technical support staff to work together as a group in an open area.

Founded in 1997 by Mareth and her husband, Michael Perkins, the company's president, Data Network Group has 10 employees. The company's revenue increased from \$80,000 in 2004 to \$1.9 million in 2008.

BOULDER LEASES: Thanasi Foods LLC, a Boulder-based snack food developer and marketer, signed a lease for 6,711 square feet of flex

space at 4745 Walnut St., moving to expand from a location in Gunbarrel. Lynda Gibbons, Annie Lund and Angela Topel with Gibbons-White helped broker the deal.

- CorePower Yoga LLC signed a lease for 2,817 square feet of retail space to expand its location at 3280 28th St., Suites 5, 6 and 7. Lynda Gibbons, Dan Ferrick, Annie Lund and Angela Topel helped broker the deal.

- At The Beach, a tanning services retailer, signed a lease for 2,265 square feet of retail space at 2905 Pearl St. in the Crossroad Commons shopping center owned by Regency Centers. The store expects to open in September.

- Residences at Boulder Creek signed a lease for 1,962 square feet of space for a leasing office at 2480 Canyon Blvd., Suite 7C. Lynda Gibbons and Annie Lund with Gibbons-White Inc. and Susan Cantwell and Mark Sidell.

- Transform Auto Detail signed a lease for 1,140 square feet of industrial space at 2516 49th St., Suite 4. Jim Ditzel with Gibbons-White Inc. and Brad Steinmetz with Freeman

Myre Inc. helped broker the deal.

BROOMFIELD

CHAMBER MOVES OFFICE: The Broomfield Chamber of Commerce will be moving in September to 2095 West 6th Ave., Suite 109 in the Troy Centre in Broomfield.

The new office provides a more central location with cost-effective space well-suited to chamber activities, such as member meetings, ribbon cutting ceremonies and walk-in visitors, a chamber spokesperson said in an e-mail.

The Troy Centre will be hosting the Broomfield Chamber's August Business After Hours event from 5 to 8 p.m. Thursday, Aug. 27. The event will also be an open house for anyone in the community to attend, network and view the new chamber space as it nears completion.

The Troy Centre is a two-story building offering a total of 45,966 square feet of space that can be divided into 22 offices and 11 storefront condominiums. The units can range in size from 718 square feet to 7,873 square feet and has onsite parking.

IQ from 5A

files 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

Judging in the Life Sciences categories is still under way.

NONPROFIT

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.

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 for the residents.

SPORTS & OUTDOORS

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.

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.

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

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.

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.

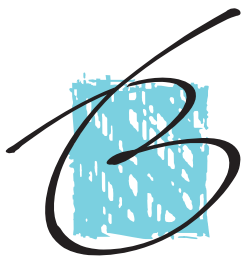
Mountain High Appliance remodels showroom

Space in Louisville offered for meetings



COURTESY MOUNTAIN HIGH APPLIANCE

Mountain High Appliance has remodeled and expanded its Louisville showroom. The 12,000-square-foot showroom consists of seven fully-equipped and state-of-the-art model kitchens. Brad Barnett, president of Mountain High Appliance, is extending an invitation to trade associations and not-for-profit organizations for the complimentary use of the Louisville showroom as a venue for breakfast meetings, lunch meetings or after-hours networking.



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