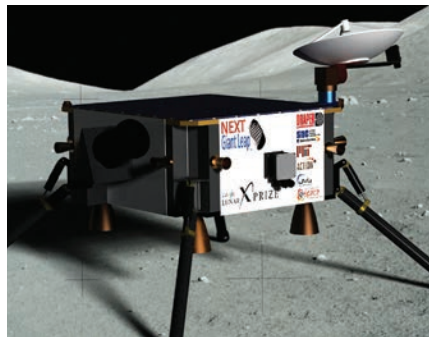


BOULDER COUNTY BUSINESS REPORT **\$1**



AEROSPACE
Next Giant Leap
designs lunar rover
for Google contest
15A

Serving Boulder and Broomfield Counties
Volume 30 | Issue 4 | Feb. 4-17, 2011



MICHAEL MYERS

Roy Kligfield, chief executive of Wireless Seismic Inc. in Louisville, shows the company's first product, the RT 1000 System, a data acquisition device for the exploration and production segment of the oil and gas industry.

Wireless firm targets oil/gas *Louisville-based company launches first product*

LYLA D. HAMILTON
news@bcbr.com

LOUISVILLE — Wireless Seismic Inc. launched its first product and landed \$19.5 million in Series B funding during fourth-quarter 2010, prompting chief executive Roy Kligfield, a veteran entrepreneur, to describe the company as one of Boulder County's quiet successes.

Participating in the recent funding round, were Chesapeake Energy Corp. of Oklahoma City, a natural gas producer, and Energy Ventures,

a Norwegian venture capital firm focused on high-growth oil and gas technology companies. Chesapeake, which also participated in Series A funding, bills itself as the "most active driller of new wells in the United States."

HIGHTECH MARKETPLACE

In a statement announcing the second round of funding, a Chesapeake spokesperson said the company looks forward "to implementing Wireless Seismic's approach in

our operations." The companies did not disclose specifics.

Wireless Seismic's RT 1000 System is a data acquisition device for the exploration and production segment of the oil and gas industry. Kligfield said the system offers greater ease of use, lower cost and reduced environmental damage compared with cabled systems now commonly used.

Seismic data is key to identifying underground sources of oil and natural gas. By setting off an explosion or vibration, seismologists initiate sound

► See **Wireless, 8A**

Self-funded insurance plans offer alternative

*35 or more employees
needed to see benefit*

BY BETH POTTER
news@bcbr.com

BOULDER — Long the preference of large companies, self-funded insurance programs are getting more attention from smaller-business owners looking for ways to counteract rising health-insurance costs.

A wide variety of area employers are offering some form of self-funded insurance plans in the Boulder Valley, from Boulder's McGuckin Hardware and Longmont's Circle Graphics to IBM Corp. in Boulder and the Boulder Valley School District.

McGuckin's chief financial officer Paul Gomez said it's "the McGuckin Way" for the company to offer the best benefits it can, including a self-funded insurance program for the company's 140 or so full-time employees.

Being self-funded with a "stop-loss" plan for health-insurance bills of more than \$50,000 per year per person has saved the company money, Gomez said. But employees also like it because they pay premiums of about \$200 per month for a single person, or \$600 or so per month for a family and get wellness benefits such as a partially funded membership to a local health club, he said.

"Boulder is probably more conducive to this because people are relatively healthy around here," Gomez said. "Our employees like the idea, too."

Companies say that going the self-funded insurance route usually means hiring a third-party administrator

► See **Self-funded, 16A**

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MediaNews to acquire Lehman Communications

Editor's note: The following is a wrap-up of breaking local business stories published daily on the Boulder County Business Report's website. Sign up for our free BCBRDaily, an all local e-news report sent to your e-mail each weekday. Just click on "Register for E-Newsletters" at www.BCBR.com.

BY BUSINESS REPORT STAFF
news@bcbr.com

LONGMONT — Lehman Communications Corp., owner of the Longmont Times-Call, will be acquired by Prairie Mountain Publishing Co., a subsidiary of Denver-based MediaNews Group, owner of the Denver Post.

Terms of the deal were not disclosed.

The transaction is expected to close by the end of the month, said Dean Lehman, publisher at the Longmont Times-Call, the Lehman's flagship newspaper.

Lehman also operates the Loveland Reporter-Herald, the Canon City Daily Record, Colorado Hometown Weekly in Louisville, Lafayette, Erie and Superior, the Loveland Reporter-Herald and the 60,000-square-foot Lehman Printing Center in Berthoud.

The Times-Call has been published by the Lehman family since 1957. The company has published the Reporter-Herald since 1967 and the

Daily Record since 1978. The printing center opened in 2009.

Lehman will remain as publisher at the Times-Call. Ed Lehman, who bought the Times-Call in 1957, will remain as editor emeritus.

BCBRdaily

Other papers owned by Prairie Mountain Publishing include the Daily Camera in Boulder, the Fort Morgan Times, the Sterling Journal Advocate, the Colorado Daily, the weekly Estes Park Trail-Gazette, and eight other weeklies.

IDEX acquires ATFilms

BOULDER — Advanced Thin Films LLC, a Boulder-based maker of optical components and coatings, has been acquired by an Illinois-based company for \$32 million.

IDEX Corp. (NYSE: IEX) announced the acquisition Thursday. The company is based in Lake Forest, Illinois.

ATFilms specializes in optical components and coatings for applications in the fields of scientific research, defense, aerospace, telecommunications and electronics manufacturing, according to a release from IDEX. ATFilms generates \$9 million a year.

ATFilms will operate within IDEX's Health and Science Technologies seg-

ment as a part of the IDEX optical products platform. The Advanced Thin Films name will be retained.

ATFilms employs about 30 people in Boulder. Those employees will not be relocated, IDEX director of corporate finance Bruce Manning said.

IDEX Corp. specializes in fluid and metering technologies, health and science technologies, dispensing equipment, and fire and safety equipment. The company's best known product is the Jaws of Life family of rescue and recovery tools used by firefighters and paramedics.

Draper leaves BEC for CU

BOULDER — Frances Draper is leaving her job as executive director of the Boulder Economic Council to become the associate vice chancellor for strategic relations at the University of Colorado at Boulder.

Draper has served as executive director of the economic council since 2006, an arm of the Boulder Chamber. A search will begin immediately for her replacement, said Susan Graf, chamber president.

In her new job, Draper will manage university communications and government, community and business

► See **BCBRdaily**, 19A

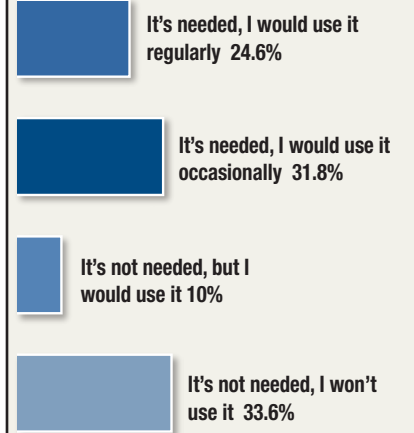


Draper

BCBR Opinion Poll

Our online question:

What is your take on the proposed Jefferson Parkway 10-mile toll road that would connect Colorado Highway 128 in Broomfield to Colorado Highway 93 north of Golden?



Your comments:

I'd rather take the \$millions and improve and expand U.S. 36.

It is long overdue and needs to be addressed through public and/or private means at the earliest possible date. How remarkably archaic that we lag so far behind all other major metro areas in terms of smooth access throughout entire metropolitan area.

Anyone who is not for this road should be handcuffed to their steering wheel and forced to drive up and down Wadsworth during rush hour for a year.

— 110 responses from Jan. 7 to 31

Take the **BCBR Opinion Poll** online at **BCBR.com**.



INNOVATION

David Jacobs

Founder and Chairman, Spyder Active Sports, Inc.
Boulder, Colorado



David Jacobs is a living legend within the ski industry. He began his skiing career when he was 18 and hasn't lost his passion for the sport since. He was named Canadian Downhill Ski Champion in 1957, and now is the founder and chairman of the largest ski-specialty brand in the world.

David started Spyder in 1978 as a small mail-order company in his Boulder, Colorado kitchen with a few race sweaters and ski pants. One of David's early creations was a navy blue racing pant with yellow striped pads extending from the knee to the hip. His son mentioned that skiers were calling them "spider" pants because of their spider leg-like appearance.

More than 30 years later, Spyder now has 800 original styles sold in 50 countries worldwide. Some of their product innovations include jackets that incorporate Bluetooth® technology for use with your iPod® and cell phone, and race suits fitted with the high-tech shock-absorbing material d30™.

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Innovation Drives Success. Holland & Hart is proud to serve clients such as Spyder because we, like them, constantly strive to provide innovative solutions for our clients.

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Erie gets creative with business incentives

Realtors, residents could benefit from proposed programs

BY MICHAEL DAVIDSON

mdavidson@bcbr.com

ERIE — The town of Erie is considering expanding the number of incentives it offers to new residents and to real estate brokers that help locate businesses in the community.

Erie's board of trustees this week considered a proposal to offer incentives such as free membership to the community center and Colorado National Golf Club to people who buy new homes. Discounts on items sold by local businesses could also be included, mayor Joe Wilson said.

The total value of the incentives could be \$1,500 to \$2,000, he said.

The hope is the program would boost the number of new homes built in Erie. The town gets about \$40,000 in building fees for each new home,

Wilson said.

"We think it's a budget positive move to add dollars to the overall economy," Wilson said.



Wilson

The proposal, tentatively called "It Pays to Be in Erie," still has to be approved by Erie's board of trustees. If it is enacted, it will be one of three programs Erie has created in the past two months to try to "prime the economic pump,"

Wilson said.

"I don't believe a town has ever put together a package like this before. These things are groundbreaking, innovative and bold," Wilson said.

Last December the town approved an incentive program for commercial real estate brokers who could land new tenants for Erie. The Commercial Broker Incentive Program offers real estate brokers who refer tenants that move to the town a 0.5 percent commission, which is based on the

► See **Incentives, 21A**

Rags to spas



JONATHAN CASTNER

Margaret Miner stands in Rags Consignment, a used-clothing store in North Boulder. Miner also opened an affordable spa, ten20, and is planning more consignment stores in the near future.

Affordability cornerstone of Miner's success

BY ELIZABETH GOLD

news@bcbr.com

BOULDER — Margaret Miner did three dry runs before opening her store in 1995. "I didn't know terms like "testing" and "niche" at the time," she said. "I started out selling (clothes) from my basement with three sales at the (Boulder Railroad) Depot.

Today, Miner's Rags Consignment fills 4,500 square feet in North Boulder and brought in \$1.3 million in revenue last year.

As a serial entrepreneur, Miner added another business seven years ago: ten20, a nail and waxing spa. "I was sitting in a cheapie place thinking, 'this is inexpensive but why am I not happy?'" she recalled as the incentive behind ten20. "I knew I'd feel better if someone would just turn on Oprah and give me a Diet Coke."

And that, in essence, is what she decided to build ten20 on. In addition to getting pedicures, manicures and waxes, customers are treated to soft drinks, M&Ms and big-screen showings of programs like "Sex and the City" and "The Ellen DeGeneres Show."

"I wanted people to be able to go regularly and it be a fun and comfortable place," Miner said.

As an added revenue generator, she rents the ten20 space out for parties for a flexible \$150 an hour, depending on services included. The space appeals to birthday planners, wedding parties and businesses. "People generally get their nails done and bring in their own food and drink for a party," Miner says.

Miner is sole owner of Rags, and she shares 13 percent ownership in ten20, which occupies 2,700 square feet on Pearl Street and brought in

almost \$1 million in 2010.

Customers who come in for the spa treatments are "between 25 and 55, a little hip and are buying the experience as well as the service," Miner said. "They're sort of in on the joke.

"Women get conversations going on about things like what they see on Sex and the City — it's a real girl hangout."

Miner opened ten20 with about \$300,000 from investors, but she started Rags with little business savvy, no computer and no credit card access.

"I had \$6,500, three little kids, no business background and a book on how to open a consignment store," she said. "But I could really feel it.

"I was a garage sale and thrift store shopper and wondered why there weren't any places where people sifted through the clothes first

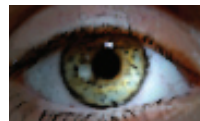
► See **Rags, 8A**

Spyder-Audi, a match made for the slopes

It was an exclusive invitation-only ski party to end all exclusive ski parties.

Boulder-based Spyder Active Sports Inc. hosted a "warming hut" at its new Denver showroom at a kick-off party on Tuesday, Jan. 25, held in connection with the Nature Valley Big Air Challenge at Civic Center Park.

THE EYE



'Boarders flew high above the snow-covered ramps set up outside, as party-goers checked out Spyder's hut inside, Audi's new "Good Night" commercial, and a new Audi A8 luxury sedan at Spyder's showroom in the 621 Building on nearby Kalamath Street.

You know the trendy Boulder-based apparel maker for its slinky ski suits. (We'll admit it - we have friends who buy them for the padded shoulders, which protect them in race gates. Vail Olympian Lindsay Vonn even has a couple.)

Audi collaborated with Spyder to get in on the party action, suggesting that the same "professional, performance-driven" consumers who buy Spyder gear also want Audis to carry them up to the slopes.

We're not sure we're ready for a skin-tight ski racing suit just yet, but we'll take one or two of Spyder's

► See **Eye, 19A**



COURTESY SPYDER ACTIVE SPORTS INC.

Spyder Active Sports' logo on a new Audi 8A luxury sedan.



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CEOs expect mixed year ahead for local economy

Struggles still ahead as growth remains slow

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER — Area business leaders and economic experts are predicting another mixed year for the local economy, said the participants in the Boulder County Business Report CEO Roundtable on the economy.

The economy is expected to grow, although the housing and commercial real estate sectors will continue to struggle, banks remain reluctant to lend and new regulations are changing how people do business, participants said.

National forecasters are predicting gains in 2011, although they disagree on the amount, said economist Gary Horvath, principal of Broom-



field-based Business and Economic Research.

Economists are predicting GDP growth of between 2.5 and 4.4 percent, Horvath said.

They agree on one thing, though. "All forecasts have gone up in the last three months," Horvath said. "Now it looks like things are on the up-tick."

Banks are lending more, but they remain extremely careful about the deals they do, said Patrick O'Brien, market president of Guaranty Bank & Trust. Money is available for strong companies looking to purchase equipment, but small- and medium-size companies are finding it difficult to get loans. Banks have also cut back on their real estate portfolios to meet new regulations, he said.

In residential real estate, homeowners looking to sell houses are having trouble accepting their home values have fallen sharply, Colorado Landmark Realtors president Joel Ripmaster said.

"Pricing is a huge issue for us," Ripmaster said. Brokers and Realtors need to practice "tough love" with clients to set realistic prices.

CEO ROUNDTABLES

The Boulder County Business Report conducts CEO Roundtable discussions monthly to address key issues facing companies and industries in Boulder and Broomfield counties.

The CEO Roundtable is conducted in collaboration with Holland & Hart LLP and Ehrhardt Keefe Steiner & Hottman PC. The roundtables are closed to the public, but the Business Report reports on each roundtable in its print editions and posts video interviews with some participants on its Web site at www.bcbr.com.

2011 schedule

- Jan. 25:** Economy, published Feb. 4
- Feb. 22:** Banking, publishes March 4
- March 22:** Energy and Utilities, publishes April 1
- April 19:** Natural Products, publishes April 29
- May 17:** Green Business, publishes May 27
- June 14:** Outdoors Industry, publishes June 24
- July 12:** Real Estate, publishes July 22
- Aug. 9:** Innovation, publishes Aug. 19
- Sept. 14:** Health Care, publishes Sept. 30
- Oct. 18:** Technology and Telecommunications, publishes Oct. 28
- Nov. 15:** Bioscience, publishes Nov. 25

"Once you get there, it's OK," he said.

The situation does not look ripe for improvement, Boulder Area Board of Realtors executive director Ken Hotard said. There exists a large "shadow inventory" of distressed properties or foreclosed homes banks have not put on the market. The extra inventory will keep prices down.

"Right now we're struggling to keep things moving forward," Hotard said. "The signs suggest we're going to see some very, very modest improvement. We're a long way from returning to a robust residential real estate market. Several years, because that's how long it will take to absorb the distressed inventory."

The excess inventory and lack of financing means the residential construction business is "fairly nonexistent," Ripmaster said.

The effects of the plunge in the construction market can be felt throughout the market, Horvath said. Construction jobs have disappeared, taking with it substantial number of jobs. The dearth of new houses means

► See **Economy, 5A**

PARTICIPANTS

Frances Draper, executive director, Boulder Economic Council; Terry Gold, CEO, Gold Systems Inc.; Gary Horvath, principal, Broomfield-based Business and Economic Research; Ken Hotard, executive director, Boulder Area Board of Realtors; John Metzger, CEO, Metzger Associates Inc.; Patrick O'Brien, market president, Guaranty Bank & Trust; Jackie Osborn, president, Boulder Staffing; Matt Rich, senior vice president, UBS Financial Securities Inc.; Joel Ripmaster, president, Colorado Landmark Realtors; Theresa Szczurek, CEO, Radish Systems LLC; Rick Woodruff, chief financial officer, W.W. Reynolds Cos. Moderator: Chris Wood, publisher, Boulder County Business Report

CORRECTIONS

The website address for Team1on1 in Longmont was incorrect in a story on page 15A of the Jan. 21 issue. The correct address is team1on1.com.

Shan Phairatphiboon's first name was incorrect in a story on page 22A of the Jan. 21 issue.

ECONOMY from 4A

people also are not buying the appliances, furnishings and other items new homeowners typically buy.

The commercial real estate market is doing better, provided you own desirable properties, said Rick Woodruff, chief financial officer of W.W. Reynolds Cos. There continues to be a demand for high-end commercial properties, but there also are a large number of vacant office and industrial spaces that no one wants to lease or buy, he said.

As always, location matters. The market downtown is doing well, while East Boulder and Boulder County struggle, Woodruff said.

Overall, the picture is mixed. "Borrowing money in Boulder is hard, but you can still do it," Woodruff said. "(The industry) has come back a long way from where it was, but it's still tough."

There seems to be a greater sense of optimism among those connected to Boulder's tech industry and the startup scene.

Startups in the Internet, software development and clean-tech industries seem to be getting traction.

"What's exciting is those fields are starting to rise up," said John Metzger, CEO of Metzger Associates Inc., which represents a number of local high-tech startups.

Technological changes continue to cut the amount of money it takes to



DOUG STORUM

Gary Horvath, principal of Broomfield-based Business and Economic Research, provides analysis of economic statistics during the Boulder County Business Report's CEO Roundtable focusing on the economy held Jan. 24. From left, Matt Rich, senior vice president, UBS Financial Securities Inc.; Jackie Osborn, president, Boulder Staffing; John Metzger, CEO, Metzger Associates Inc., and at Horvath's right, Rick Woodruff, chief financial officer, W.W. Reynolds Cos.

start a business, opening industries to entrepreneurs.

"A lot more can be done out of the garage now than could have been done five to 10 years ago," Gold Systems Inc. CEO Terry Gold said.

But that does not mean investors are willing or able to help companies grow.

"There are a number of angel investors on the sideline," said Theresa Szczurek, CEO of Radish Systems

LLC, which develops mobile apps for smartphones.

"Only a handful of local VCs have the liquidity and stability to invest," said Matt Rich, senior vice president of UBS Financial Securities Inc.

Boulder Economic Council 2011 Economic Forecast: Boulder & Beyond

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BDA brings like-minded techies together

Coworking space eliminates isolation of working at home

BY HEATHER McWILLIAMS
news@bcbr.com

BOULDER — Boulder's "go to" organization for digital technology instruction, networking and community building recently launched something new for area technology professionals: space to go to.

Boulder Digital Arts now offers coworking office space for rent. Featuring 11 offices and eight coworking desks, the newly remodeled space on 1600 Range St. — near 55th Street and Arapahoe Avenue in Boulder — has wireless and hard-wired Internet access, conference rooms, a kitchen, reception area and a 24-inch color printer just to name a few perks tenants can expect, said Bruce Borowsky, who cofounded Boulder Digital Arts with Zach Daudert.

The idea for a coworking office emerged as a remedy for the isolation of a home office and the noise and distraction of a coffee shop.

"The social working space is a way to bridge that gap," Borowsky said. "It's a space you can call your own ... but it's a community of essentially like-minded people," he said.



JONATHAN CASTNER

John Lorenz, left, and Jan Kabili work on projects at Boulder Digital Arts' new coworking space at 1600 Range St. in Boulder. The space caters to the Boulder-Denver digital community, making connections among techy professionals such as graphic designers, videographers, media professionals, and software and mobile applications designers.

Boulder Digital Arts caters to the Boulder-Denver digital community, making connections among techy professionals such as graphic design-

ers, videographers, media professionals, and software and mobile applications designers.

"Anybody who is using a computer

to do cool stuff, we want to set up communication for cross-pollination and collaboration," Daudert said.

► See **Together, 14A**

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EDUCATION

Boulder Digital Arts, a provider of training in digital tools and technology for video and film, hired **Audrey Klammer** to handle the company's marketing and outreach efforts, and coordinating social media.

ENGINEERING

Broomfield-based MWH Global, an environmental engineering firm, hired **Michael Carter** as director of federal strategy and marketing. He most recently was vice president of the Federal Management Group at Jacobs Engineering Group Inc., an international technical services firm. He also directed federal contracts for VECO Federal Inc., a subsidiary of CH2M Hill, and EarthTech Inc., a subsidiary of AECOM.

HEALTH CARE

Mental Health America of Colorado in Denver named **Don Mares** president and chief executive. He will start on March, replacing Jeanne M. Rohner, who will retire on March 31 after 12 years leading the organization. Mares has served as the executive director of the Colorado Department of Labor and Employment in Gov. Bill Ritter's cabinet since 2007.

HospiceCare of Boulder and Broomfield Counties in Lafayette added **Dave Hill, Dianna Slough, Peter Steinhauer** and **Ed McDowell** to its board of directors.

Steve DeBelle was reappointed executive director at Life Care Center of Longmont, a skilled nursing and rehabilitation facility operated by Life Care Centers of America. DeBelle returns after serving as vice president of the Rocky Mountain Region and as executive director at Life Care Center of Evergreen. He has 13 years of experience with Life Care, starting out in admissions and marketing before becoming a certified nursing home administrator.

HIGH TECH

Boulder-based Tendril Networks Inc. hired **Brent Hodges** as general manager, Australia. Hodges will be based in Melbourne, Australia, where he will head efforts of sales, marketing, business development and strategic direction in Australia and the Asia Pacific region.

Quick Left, a Boulder-based web engineering firm, hired **Steven Hubert** as the company's first executive producer. He previously worked as a senior integrated producer at Crispin Porter + Bogusky and as a senior interactive producer at Domani Studios.

Louisville-based Envysion Inc., a provider of managed video as a service, hired **Stu Lucko** as chief financial officer. Previously, Lucko was CFO and vice president of operations at Jabber Inc. where he led a sale of the company to Cisco Systems. Prior to joining Jabber, Lucko worked at Web Interactive Services as chief accounting officer and controller.

Boulder-based Outlast Technologies Inc. promoted **Ashley Tilman** to marketing manager. Tilman has been with Outlast since 2006 providing support for marketing, sales and PR efforts as well as managing Web and inside sales activities. Tilman will collaborate with customers to educate their staffs on the benefits of Outlast's heat transfer technology used in materials for apparel and bedding.

Boulder-based FreeWave Technologies Inc., a manufacturer of wireless data radios, hired **Jose Martinez** as an inside salesperson. Prior to joining FreeWave, Martinez spent several years at Covad Wireless, an Internet service provider, as a senior account executive.

HOSPITALITY, RECREATION

Boulder-based Newton Running, a maker of running shoes, hired **Keith Simmons** as president. Former president Stephen Gartside is now chief operating officer. Simmons has more than 20 years experience in the sporting goods industry, working in retail, sales, marketing, design and manufacturing. In 2001, Simmons founded XTERRA Wetsuits.

LAW

Patrick K. Perrin joined Boulder-based law firm Berg Hill Greenleaf & Ruscitti LLP. His practice focuses on intellectual property, business/corporate and real estate.

MANUFACTURING

Boulder-based Smart Balance Inc. (NasdaqGM: SMBL), maker of the Smart Balance, Earth Balance and Bestlife food brands, promoted **Duane Primozych** and **T.J. McIntyre** and hired **John Becker** and **Stephen Silva**, both previously with Healthy Food Holdings, which recently moved its headquarters from Boulder to Chicago. Primozych, previously general manager of the Best Life brand, has been promoted to vice president general manager of Best Life. McIntyre has moved up to vice president general manager of the Earth Balance brand. Becker was named vice president general manager, Smart Balance marketing. Becker previously served as vice president of marketing for Healthy Food Holdings and the Breyers Yogurt Co. Silva was named director of marketing for the Smart Balance brand. Silva has worked in consumer packaged goods for several years, most recently with the Breyers Yogurt Co.

NONPROFIT

Safe Shelter of St. Vrain Valley added **Debbie Delk** to its board of directors. Delk is the clinical director of emergency services for the Medical Center of the Rockies.

A Woman's Work of Longmont added **Nancy Driscoll** and **Laurie Mazzetta** to its advisory board. Driscoll is vice president of patient care services at Longmont United Hospital, and Mazzetta is a retired human resources director.

PUBLISHING

SNEWS, a trade news service for the U.S. outdoor and fitness market, hired **David Clucas** as senior writer. He will work out of SNEWS' office in the AIM Outdoor Group headquarters in Boulder. Clucas previously spent six years covering real estate and banking for the Boulder County Business Report.

REAL ESTATE

Julie George joined Wright Kingdom Real Estate in Boulder. George has 15 years of real estate experience in both Colorado and Oregon. Julie specializes in residential sales, new construction, and distressed properties.

Andria Allen, Jeanie Parsons and **Barb Bashor** joined Wright Kingdom Real Estate in Longmont. Allen has 15 years of real estate experience in Colorado and specializes in residential sales and horse properties in Boulder, Larimer and Weld counties. Parsons has a background in marketing and uses that knowledge to help buyers and sellers obtain their home ownership goals. Bashor has been helping buyers and sellers for more than 17 years.

SERVICES

Momentum Business Consulting in Louisville added 11 members to its board of advisers. They are **Mary Byrne**, Advance Physical Therapy, Lafayette; **David Mayorga**, DAM Good Consulting, Lafayette; **Daryl McCool**, d.a.m. Cool Graphics, Superior; **John Myers**, Accountingworks, Louisville; **Carol Gofran**, Shelter Insurance, Louisville; **Barry Stein**, Stein & Associates, Louisville and Estes Park; **Jana Ringener**, Ring Homes, Louisville; **Liz Turner**, Boulder; **John Egan**, Egan Energy Communications, Lafayette; **Roberta Gamza**, Career Ink, Louisville; and **Dawn Larson**, MS, CGT, Boulder.

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 be returned.



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Maximizing Labor Productivity

Brad Laue, Winters, Hellerich & Hughes, LLC, Greeley

On Line Marketing Opportunities for the Entrepreneur

Robert Bean, Interactive Media Director, Burns Marketing Communications, Fort Collins

Steve Weaver, Founder & CEO, GrowthWeaver, Loveland
Chadd Bryant, CEO, Red Rocket Web Specialists, Windsor

Sourcing Capital in 2011 and Beyond

Tim Kenney, Vice President, First National Bank, Manager of Diversified Retail Services

Brian E. Bates, Principal, Antonio Bates Bernard P.C.

Edward Reynolds, Regional Director of Colorado, Funding Universe



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WIRELESS from 1A

waves that subsurface rock formations reflect. Geophones like the RT 1000's Wireless Remote Unit record the wave data. The RT 1000 System digitizes it and transmits it in real time via radio to a central recording site.

When processed, seismic data yields two- or three-dimensional maps of the survey area. These help oil and natural gas companies decide where drilling might prove fruitful.

Kligfield estimated the market for land seismic recording devices at \$1 billion annually. He declined to disclose Wireless Seismic's actual or projected revenue, or its timetable for profitability.

According to Mareca Hatler, director of research at ON World Inc., a San Diego-based market research firm, "Wireless seismic sensors could be one of the fastest-growing areas for wireless sensor networks in oil and gas over the next few years."

She noted that oil companies themselves, which have often contracted out seismic work, are now joining the equipment fray. For example, Royal Dutch Shell plc and Hewlett-Packard Development Corp. last year announced that they will collaborate on a wireless sensing system for land-based acquisition of seismic data.

Kligfield said the new initiative does not pose an immediate competitive threat for Wireless Seismic. Its competitors are, first of all, entrenched public companies that offer cable-based seismic recording systems. These include the Sercel division of Paris-based CGG Veritas. Second are small producers of wireless seismic recording systems. One example is Oyo Geospace Corp. of Houston. According to Kligfield, competing wireless products do not deliver real-time data.

Traditional cabled units cost about \$1,000 each. Wireless Seismic plans a lower but undisclosed price point for the RT 1000 System.

Networks deployed for seismic surveys are among the world's largest, Kligfield said. A single survey could require up to 10,000 units. Given their footprint, seismic surveys raise environmental issues. Near Rock Springs, Wyoming, for example, Denver-based Azalea Oil Co. faces opposition to a proposed study in which some

Venture capital investments in Boulder and Broomfield counties

Fourth-quarter 2010 (Listed by amount of funding raised.)

- Total fourth-quarter investments in Boulder Valley: \$72.3 million
- Total 2010 investments in Boulder Valley: \$173.3 million
- Total fourth-quarter investments in Colorado: \$254 million
- Total 2010 investments in Colorado: \$468 million
- Total fourth-quarter investments in United States: \$5 billion
- Total 2010 investments in United States: \$21.2 billion

Company	Nature of Business	Amount Raised	Investors
Wireless Seismic Inc. Louisville	Makes oil and gas devices	19.5 million	Energy Ventures AS, undisclosed firm
SomaLogic Inc. Boulder	Makes diagnostic tests for cancer and other diseases	\$15 million	LoneTree Capital Management LLC, Otsuka Pharmaceutical Co.,
SpotXchange Inc. Broomfield	Advertising auction software	\$12 million	H.I.G. Capital LLC
Accera Inc. Broomfield	Makes drug to treat patients with Alzheimer's disease	\$11 million	Inventages venture capital GmbH
Standing Cloud Inc. Boulder	Makes software to manage Internet computing issues	\$3 million	Avalon Ventures, undisclosed firm
Graphic.ly* Boulder	Makes comic book software	\$2.63 million	DFJ Mercury
Gnip Inc. Boulder	Makes social media aggregation software	\$2 million	Foundry Group, undisclosed firm
Giveo Inc. Boulder	Makes marketing software for nonprofit groups	\$1.5 million	Access Venture Partners, Grotech Ventures undisclosed firm
Rebit Inc. Longmont	Makes software used to back up Windows programs	\$1.5 million	Access Venture Partners, Grotech Ventures, Highway 12 Ventures
RoundPegg Inc. Boulder	Makes hiring/human resources software	\$1.15 million	Vista Ventures
Orbotix Inc. Boulder	Makes an electronic ball controlled by smart phones	\$1.1 million	Foundry Group
PlaceIQ Inc. Boulder	Makes location-based technology software	\$800,000	IA Venture Partners LLC
Surefire Medical Inc.. Boulder	Surgical and medical instrument maker	\$100,000	Jerome Capital LLC

* Company officials report \$3 million for the quarter, including late angel investors

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

equipment would travel off-road in a mountainous area managed by the U.S. Bureau of Land Management.

According to Kligfield, wireless sensor systems reduce the environmental impact of seismic surveys by eliminating cables, diminishing equipment requirements and reducing the size of the labor force on the ground.

With the Series B funding, Kligfield said Wireless Seismic plans to grow from an engineering company with a field-tested product to "a full-fledged supplier to seismic service contractors." Refinements of the RT 1000 are also on the company's agenda.

Prospective customers for the RT 1000 System are seismic survey contractors that purchase recording equipment from external providers. Examples include Dawson Geophysical Co., Midland, Texas, and BGP Inc., Zhuzhou, China.

Wireless Seismic has 20 employees

in Louisville, primarily in corporate functions and software development and testing. It expects to grow the local headcount by 20 to 25 percent in the next two years.

The company also has 30 employees in Houston. "There are compelling reasons for us to be in more than one geography," Kligfield said. "We're interdisciplinary. Boulder County has expertise in wireless, mesh networks and software. Houston offers expertise in hardware, embedded software and the oil and gas industry. All are necessary."

The Houston office also houses the company's business development and manufacturing management functions. Wireless Seismic will engage tier-one contract manufacturers rather than operating its own facility. Manufacturing will initially take place in the U.S. "As volume increases," Kligfield said, "it may prove more economical to shift production to other regions."

WIRELESS SEISMIC INC.

361 Centennial Parkway, Suite 230

Louisville, CO 80027

720-242-9916

www.wirelessseismic.com

Privately held

Roy Kligfield, CEO; Mick Lambert, chief operating officer; A. Keith Elder, vice president, product development; Lawrence Doudna, vice president, business development; Kip Ingram, vice president, engineering

Employees: 50 (20 locally)

Primary business: geophysical survey instruments

Founded: 2006

Kligfield, who previously led GeoLogic Systems, SignalSoft Corp. and OpenLogic Inc., declined to discuss exit strategies for Wireless Seismic. "We're focused on execution," he said. "If we do that well, an acquisition or a public offering could happen."

RAGS from 3A

— knowing I would have been glad to pay extra for that.

"At Rags, we look at 1 million items in one year and take in 100,000 on consignment with 70 percent of those things selling," she explained. "We have 4,000 to 5,000 items on the floor and take in 250 to 300 in one day."

Every four weeks everything in the store changes. "I used to keep things for three months and do mark downs but not anymore."

Both businesses have weathered the economic storm through Miner's commission adjustments and cost-

MINER OPENED TEN20 WITH ABOUT \$300,000

from investors, but she started Rags with little business savvy, no computer and no credit card access.

cutting strategies.

"In 2008 the top line (gross sales) dropped a little for Rags, but the bottom line (revenue) didn't because we changed the commission split and made some other tweaks," she said. "We were doing 50/50 for years, but it didn't really work financially so we went to 60/40,

which is the industry standard.

"When the stock market crashed, ten20 had its best year," she adds, explaining that she reduced commissions there and tightened expenses as well. "People weren't going to Paris, and this was an affordable fun thing they could do."

Rags employees 20 people and ten20 employees 26. "I've kept everyone employed during this storm," Miner added.

With plans for more success on the horizon, she's currently raising money to open a second Rags Consignment and is looking at spots like along U.S. Highway 36, in Cherry Creek or Highlands Ranch.

"We're going for \$250,000 for the first store to make sure it's fully covered," Miner said. "We'd like to do at least five — but I'd like to open 100 or 200," she laughs. Sort of.



PRIVATE-SECTOR EMPLOYERS

(Private-sector employers ranked by number of employees in Boulder and Broomfield counties.)

RANK	PREV. RANK	Company Address Phone/Fax	Local employees worldwide	Products/Services	Revenue 2010 Revenue 2009 Fiscal year end	Public/Private	Headquarters Web site Parent company	Person in charge Year founded
1	1	IBM CORP. ① 6300 Diagonal Highway Boulder, CO 80302 303-924-6300/303-924-6270	3,400 399,409	Computer software, hardware and services.	\$99,870,000,000 \$95,758,000,000 Dec. 31	Public	Armonk, New York www.ibm.com	Larry Longseth, Vice President of Global Server Systems Operations 1911
2	2	ORACLE CORP. 500 Eldorado Blvd. Broomfield, CO 80021 303-464-4000/303-272-9065	3,300 29,000	Computer software, hardware and services; network computer systems.	\$26,820,000,000 \$11,449,000,000 June 30	Public	Redshores, California www.oracle.com	Jonathan Schwartz, Director 1982
3	3	BALL CORP. 10 Longs Peak Drive Broomfield, CO 80021 303-460-2323/303-460-2663	3,100 ② 14,500	Makes metal and plastic packaging products for beverage, food and household customers; aerospace unit provides imaging, communications and information systems, products, software and services to government and commercial aerospace customers.	\$7,345,300,000 \$7,350,000,000 Dec. 31	Public	Broomfield www.ball.com	John A. Hayes, CEO 1880
4	5	LEVEL 3 COMMUNICATIONS INC. 1025 Eldorado Blvd. Broomfield, CO 80021 720-888-1000/720-888-5085	2,068 5,471	Operates fiber-optic networks and sells a variety of communications services.	\$3,762,000,000 \$3,760,000,000 Dec. 31	Public	Broomfield www.level3.com	James Q. Crowe, CEO 1998
5	6	COVIDIEN, ENERGY-BASED DEVICES, RESPIRATORY AND MONITORING SOLUTIONS 5920 Longbow Drive, 6135 Gunbarrel Ave. Boulder, CO 80301-3299 303-530-2300/303-530-6285	1,697 42,000	Manufactures medical systems using electrical, radio frequency and microwaves as power sources, which allow surgeons to conduct a range of procedures, including vessel sealing, ligation and tissue ablation. Respiratory and Monitoring Solutions makes products for managing ventilation, blood oxygen levels, airways, body temperature and sleep-disordered breathing.	\$10,429,000,000 \$10,677,000,000 Sept. 30	Public	Dublin, Ireland www.covidien.com Covidien	Bryan Hanson, President, Energy-based Devices Pete Wehrly, President, Respiratory and Monitoring Solutions 1967
6	4	BOULDER COMMUNITY HOSPITAL 1100 Balsam Ave. Boulder, CO 80304 303-440-2273/303-441-0478	1,674 N/A	Cardiology, oncology, orthopedics, obstetrics, neurology, rehabilitation and stroke care.	\$262,258,000 \$260,836,999 Dec. 31	Private	Boulder www.bch.org	David Gehant, President/CEO 1922
7	7	UNIVERSITY CORPORATION FOR ATMOSPHERIC RESEARCH (UCAR) 1850 Table Mesa Drive Boulder, CO 80305 303-497-1000/303-497-1172	1,413 1,552	Research and development related to atmospheric sciences, provides advanced research facilities for the science community, technology transfer.	\$241,190,000 \$215,200,000 Sept. 30	Private	Boulder www.ucar.edu	Richard Anthes, President 1960
8	8	EXEMPLA GOOD SAMARITAN MEDICAL CENTER 200 Exempla Circle Lafayette, CO 80026 303-689-4000/303-689-6999	1,374 1,310	Cardiovascular care, level II neonatal care, emergency and trauma services, KidsTrek, Bone & Joint Institute, general surgery, occupational medicine, OB/GYN, neurosurgery, pediatrics, lab and radiology, breast care, accredited chest pain center.	N/A \$801,595,000 N/A	Private	Denver www.exempla.org Exempla Healthcare	David Hamm, CEO, President 2004
9	10	WAL-MART STORES INC. 702 S.W. Eighth St. Bentonville, AR 72716 479-273-4000/479-273-4053	1,240 2,100,000	Retail/discount department stores and Sam's Club warehouse.	\$408,214,000,000 \$405,607,000,000 Jan. 31	Public	Bentonville, Arkansas www.walmart.com	S. Robson Walton H. Lee Scott 1969
10	11	LONGMONT UNITED HOSPITAL 1950 W. Mountain View Ave. Longmont, CO 80501 303-651-5111/303-678-4050	1,228 1,228	Level III trauma services, level II nursery, 15-bed transitional care unit, open-heart surgery and neurosurgical services.	\$452,109,000 \$431,324,000 Dec. 31	Private	Longmont www.luhcares.org	Mitchell Carson, CEO 1959
11	12	SEAGATE TECHNOLOGY LLC 389 Disc Drive Longmont, CO 80503 720-684-1900	1,102 N/A	Hard disk drives and solid state drives. Storage solutions for enterprise, desktop, mobile computing, consumer electronics and retail markets.	\$11,400,000,000 \$9,800,000,000 June 30	Public	Scotts Valley, California www.seagate.com Seagate Technology LLC	Steve Luczo, CEO 1979
12	13	AMGEN INC. 4000 Nelson Road Longmont, CO 80503 303-401-1000/303-401-7601	880 17,200	Manufacturer of biologics; this location makes bulk ingredients for Epogen and Aranesp for anemia.	\$14,642,000,000 \$15,003,000,000 Dec. 31	Public	Thousand Oaks, California www.amgen.com	Kevin W. Sharer, CEO, Chairman, President 1980
13	17	WHOLE FOODS MARKET INC. 2905 Pearl St. Boulder, CO 80301 303-545-6611/303-545-6633	864 N/A	Organically grown produce, fresh-baked goods, deli foods, florist.	\$9,000,000,000 \$8,031,600,000 Sept. 30	Public	Austin, Texas www.wholefoods.com	John P. Mackey, CEO 1980
14	14	HUNTER DOUGLAS INC., WINDOW FASHIONS DIVISION 1 Duette Way Broomfield, CO 80021 303-466-1848/303-876-3630	805 N/A	Manufactures window coverings.	N/A N/A Dec. 31	Private	New Jersey & Rotterdam, The Netherlands www.hunterdouglas.com	Hurley Mitchell, President Manufacturing Group Richard Pellett, President & General Manager of Window Fashions Division 1946
15	15	INTRADO INC. 1601 Dry Creek Drive Longmont, CO 80503 720-494-5800/720-494-6600	750 N/A	Services supporting telecommunications service provider and government public safety 911 operations.	N/A N/A Dec. 31	Private	Longmont www.intrado.com West Corp.	George Heinrichs, President 1979
16	16	TARGET CORP. 1625 Owens St. Lakewood, CO 80215 612-304-6073/612-696-3731	670 351,000	Discount retail chain.	\$65,357,000,000 \$64,948,000,000 Jan. 31	Public	Minneapolis, Minnesota www.target.com	1962
17	18	AVISTA ADVENTIST HOSPITAL 100 Health Park Drive Louisville, CO 80027 303-673-1000/303-673-1048	630 N/A	Provides comprehensive medical services, including 24-hour emergency care. Maternity care and advanced total joint replacement provider.	\$79,171,000 \$79,500,000 June 30	Private	Louisville www.avistahospital.org Centura Health	John Sackett, CEO 1990
18	19	CRISPIN PORTER + BOGUSKY 6450 Gumpark Drive Boulder, CO 80301 303-628-5100/303-449-2346	600 1,005	Digital strategy, e-marketing, Web-site design and development, Flash, multimedia, DVD/CD, Web software, custom applications, analytics. Full-service advertising and marketing firm.	N/A N/A Dec. 31	Public	Toronto, Ontario www.cbpgroup.com MDC Partners	Jeff Hicks, CEO, President 1965
19	20	SANDOZ INC. 2555 W. Midway Blvd. Broomfield, CO 80020 303-466-2400/303-438-4474	600 N/A	Manufactures generic drugs, tablets and capsules.	N/A \$45,103,000,000 Dec. 31	Public	Basel, Switzerland www.us.sandoz.com Novartis AG	Bernhard Hampl, CEO 1946
20	9	SAFeway INC. 6900 S. Yosemite St. Englewood, CO 80112-1412 303-843-7600/303-843-7939	589 185,000	Retail grocery.	\$40,850,700,000 \$44,104,000,000 Jan. 1	Public	Pleasanton, California www.safeway.com	Scott Grimmett, Denver Division President 1927
21	21	EMERSON PROCESS MANAGEMENT, MICRO MOTION DIVISION 7070 Winchester Circle Boulder, CO 80301 800-522-6277/303-530-8459	550 1,900	Manufacturer of precision flow and density meters.	\$21,039,000,000 \$20,900,000,000 Sept. 30	Public	St. Louis, Missouri www.micromotion.com Emerson	Neal Ingram, President 1977
22	22	DIGITALGLOBE INC. 1601 Dry Creek Drive, Suite 260 Longmont, CO 80503 303-684-4000/303-682-3848	525 N/A	Provider of high-resolution commercial satellite imagery and geospatial information products.	N/A \$281,900,000 Dec. 31	Public	Longmont, Colorado www.digitalglobe.com	Jill Smith, chairman and chief executive officer 1992
23	24	WHITEWAVE FOODS CO. 12002 Airport Way Broomfield, CO 80021 303-635-4000/303-635-5657	450 1,480	Horizon offers organic and natural dairy products; Silk offers soy and almond milk products; International Delight non-dairy coffee creamer; Land O' Lakes liquid and cultured dairy products; The Organic Cow organic dairy products.	N/A \$2,000,000,000 Dec. 31	Public	Dallas, Texas www.whitewave.com Dean Foods Co.	Blaine McPeak, CEO, President 2004
24	26	EPSILON/ABACUS, A DIVISION OF EPSILON 2550 Crescent Drive Lafayette, CO 80026 303-410-5100/303-410-5300	405 840	Marketing data, databases and e-mail marketing solutions.	N/A \$1,964,340,000 Dec. 31	Public	Dallas, Texas www.epsilon.com Alliance Data Systems Corp.	Bryan Kennedy, CEO, President 1969
25	25	TRANSFIRST 12202 Airport Way Broomfield, CO 80020 800-745-2659/877-788-9670	385 705	Processes credit- and debit-card transactions.	N/A N/A June 30	Private	Dallas, Texas www.transfirst.com	John Shlonski, CEO 1995
26	29	ARRAY BIOPHARMA INC. 3200 Walnut St. Boulder, CO 80301 303-381-6600/303-386-1390	350 350	Discovery, development and commercialization of targeted small molecule drugs to treat patients afflicted with cancer and inflammatory diseases.	\$53,900,000 \$24,980,000 June 30	Public	Boulder www.arraybiopharma.com	Robert Conway, Chief Executive Officer 1998
27	27	MWH GLOBAL INC. 380 Interlocken Crescent, Suite 200 Broomfield, CO 80021 303-533-1900/303-533-1901	350 7,000	Provides water, wastewater, energy, natural resource, program-management, consulting and construction services to industrial, municipal and government clients in the Americas, Europe, Middle East, India, Asia and the Pacific Rim.	N/A \$1,188,200,000 Dec. 30	Private	Broomfield www.mwhglobal.com	Robert B. Uhler, CEO, President 1945
28	NR	LONGMONT CLINIC 1925 W. Mountain View Ave. Longmont, CO 80501 303-776-1234/720-494-3107	275 N/A	Multispecialty medical center providing ancillary services including radiology, laboratory, walk-in urgent care, nuclear medicine and an anticoagulation clinic.	N/A N/A Dec. 31	Private	Longmont www.longmontclinic.com	Jack B. Campbell, Administrator 1906
29	NR	SPECTRA LOGIC CORP. 6285 Lookout Road Boulder, CO 80301 303-449-6400/303-939-8844	263 305	Defines, designs and delivers innovative data protection through tape, de-duplication and disk-based backup, recovery and archive storage solutions.	N/A N/A June 30	Private	Boulder www.spectrallogic.com	Nathan C. Thompson, CEO, Chairman 1979
30	NR	MCGUCKIN HARDWARE 2525 Arapahoe Ave. Boulder, CO 80302 303-443-1822/303-443-5126	256 N/A	Family owned and operated hardware store.	N/A N/A Dec. 31	Private	Boulder www.mcguckin.com Hight Enterprises Ltd.	Barry Hight, President 1955
31	NR	WEBROOT SOFTWARE INC. 385 Interlocken Broomfield, CO 80020 303-442-3813/303-442-3846	245 470	Internet security solutions for consumers, SMBs and enterprises.	N/A \$100,000,000 June 30	Private	Boulder www.webroot.com	Dick Williams, CEO 1997

N/A: not available. If your company should be on this list, please request a survey by e-mailing research@bcbr.com or calling our research department at (303) 440-4950.

1 IBM will not release employment numbers. Employment listed here is a Business Report estimate.

2 Includes employee numbers for Ball Aerospace in Boulder.

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards



STAFFING AGENCIES

(Agencies in Boulder and Broomfield counties ranked by number of registered temporary workers in region.)*

RANK	PREV. RANK	Company Address Phone/Fax	No. of registered temporary workers	Average hours billed weekly	No. of employees No. of local offices	Areas of specialization	Offer benefits?	Headquarters Year founded	Person in charge Website E-mail
1	1	SOS STAFFING 829 Main St., Suite 1 Longmont, CO 80501 303-772-7422/303-772-7353	47,000	7,500	4 1	Executive searches nationwide for renewable energy, accounting and other professional placements.	Yes	Longmont 1973	Tammy Fisher, Northern Colorado District Manager www.sosstaffing.com dept023@sosstaffing.com
2	2	APPLEONE EMPLOYMENT SERVICES 1660 30th St. Boulder, CO 80301 303-545-2440/303-545-2304	22,392	3,700	6 5	Direct hire placement, temp to hire and temporary placement: administrative, accounting, finance, sales, human resources, IT, management, engineering.	Yes	Glendale, California 1964	Autumn Coffee, Manager www.appleone.com boulder@appleone.com
3	3	HIGHLAND TECHNICAL STAFFING 2101 Ken Pratt Blvd, Suite 200 Longmont, CO 80501 303-443-0200/303-532-2111	21,500	2,500	10 1	Provides technical and engineering staff via contract, contract-to-hire and direct-hire placements.	Yes	Longmont 1992	Chuck McCoy, President www.HighlandTechnicalStaffing.com info@highlandit.com
4	4	RESOURCEMFG 1707 N. Main St., Suite 402 Longmont, CO 80501 303-772-7201/303-772-4669	20,000	11,000	9 7	All manufacturing support, production and executive positions.	Yes	Atlanta 1972	Judy Owens, Area Operations Manager Jerry McGarey, Operations Manager www.resourcemfg.com longmont@resourcemfg.com
5	5	THE PRISM GROUP 11101 W. 120th Ave., Suite 270 Broomfield, CO 80021 303-493-5473/303-474-2016	19,500	1,700	1 1	IT staffing and customized business solutions.	Yes	Broomfield 1999	Gary Bresien, Regional Director www.prismgroup.com sales@prismgroup.com
6	6	ASPEN PERSONNEL SERVICES 1155 S. Main St. Longmont, CO 80501 303-776-9661/303-776-0195	15,000	3,000	6 1	Locally owned, specializing in admin/clerical, electro/mech assembly, production and light industrial; also offers payroll services.	No	Longmont 1995	Carey Kempf, CEO www.aspenstaffing.com kim@aspenpersonnel.net
7	7	EXPRESS EMPLOYMENT PROFESSIONALS 700 Ken Pratt Blvd., Suite 109 Longmont, CO 80501 303-678-1608/303-678-1615	6,459	N/A	6 1	Human resource services including office/industrial staffing, human resources consulting/training and Web-based payroll.	Yes	Oklahoma City 2001	G. Todd Isaacson, Owner www.expresspros.com jobs.longmontco@expresspros.com
8	9	KELLY SERVICES INC. 3223 Arapahoe Ave., Suite 305 Boulder, CO 80303 303-444-7750/303-444-3191	5,500	N/A	5 5	Temporary staffing services, staff leasing, outsourcing, vendor on-site and full-time placement.	Yes	Troy, Michigan 1952	Sheila Brown, Branch Manager www.kellyservices.com 1620@kellyservices.com
9	10	UNIVERSITY OF COLORADO AT BOULDER CAREER SERVICES 133 UCB, Center for Community, Third Floor Boulder, CO 80309-0133 303-492-4123/303-492-5723	4,000	N/A	25 1	Experienced alumni, recent graduates beginning a professional career and current students seeking internships. Career services for employers to access the students of Boulder campus. Job listings, on-campus interviews free to Colorado employers.	No	Boulder 1922	Lisa Severy, Director careerservices.colorado.edu career@colorado.edu
10	8	(BSI) BOLDER STAFFING, INC AND (BP2) BOLDER PROFESSIONAL PLACEMENTS 3303 30th Street Boulder, CO 80301 303-444-1445/303-444-1645	3,500	N/A	15 2	Specializing in temporary, temp-to-hire, direct and contract hire for administrative, skilled labor, executive, management, engineering, IT and professional positions in all industries.	Yes	Boulder 1992	Jackie Osborn, Co-owner Nancy Chapple, Co-owner Honey Beuf, Co-owner www.BSIhires.com workwithus@BSIhires.com
11	NR	10 TIL 2 4845 Pearl East Circle, Suite 101 Boulder, CO 80301 720-883-3296	2,000	120	4 7	Place college-educated professionals into long-term, part-time positions.	No	Aurora 2003	Ginny Teel, Owner www.tentitwo.com gteel@tentitwo.com
12	12	MANPOWER INC. 400 S. McCaslin Blvd., Suite 111 Louisville, CO 80027 720-890-1110/720-890-1105	1,600	13,000	4 16	Administrative, industrial, temporary, temp-hire, permanent placement. Training and assessments.	Yes	Milwaukee, Wisconsin 1948	Dawn Hinsch, Branch Manager www.manpower.com Louisville.CO@na.manpower.com
13	13	ROBERT HALF INTERNATIONAL INC. 2500 Arapahoe Ave., Suite 200 Boulder, CO 80302 303-248-2027/303-444-9252	600	N/A	7 1	Accounting and finance, technology, legal and creative professionals.	Yes	Menlo Park, California 1948	Stephanie Scholling www.accountemps.com boulder@accountemps.com
14	14	A-1 CAREERS 3000 Center Green Drive, Suite 250 Boulder, CO 80301 303-998-0000/303-998-1105	500	N/A	5 2	Accounting, administrative, clerical, IT, legal.	Yes	Kansas 1998	Karen Davis, Manager www.a-1careers.com N/A
15	NR	SELECT STAFFING 700 Ken Pratt Blvd., Suite 119 Longmont, CO 80501 303-772-2403/303-772-7705	500	5,000	5 7	IT and engineering, manufacturing, clerical and payroll services.	Yes	Santa Barbara, California 1948	Kari Osmulski, Area Manager www.selectstaffing.com kari.osmulski@selectstaffing.com
16	19	A SECOND OFFICE LLC P.O. Box 2164 Boulder, CO 80306-2164 303-884-9175/303-648-4149	4	100	1 1	Provides business support services in all aspects in managing and making your business successful. Office management, executive secretarial assistance, event planning, paralegal, organizational systems, traveling assistance, bookkeeping.	No	Boulder 2003	Michele Guarino, President www.ASecondOffice.com Michele@ASecondOffice.com
17	NR	32 SOLUTIONS LTD (Internet only.) Boulder, CO N/A 303-319-1200	2	N/A	5 1	Specializes in the recruitment of sales and development professionals within the technology industry.	Yes	Boulder 2008	Lori Joy, Owner www.32-solutions.com Lori@32-solutions.com
18	NR	MOUNTAIN MEDICAL GROUP 1405 S. Broadway Boulder, CO 80302 303-554-6337/303-499-3627	N/A	N/A	7 1	Recruits physicians for health, retirement groups and hospitals locally and nationwide.	N/A	Boulder 1996	Rochelle Woods, President www.mountainmedgroup.com N/A
19	11	EXCEL PERSONNEL INC. 363 Centennial Parkway, Suite 220 Louisville, CO 80027 303-664-0600/303-664-1064	N/A	7,000	4 1	A full-service staffing company, offering contract, contract-to-hire, and direct-hire placements. Experts at matching great candidates with great employers.	Yes	Denver 1982	Jennifer Williamson, Vice President www.excelpersonnel.com jwilliamson@excelpersonnel.com
20	NR	THE JOB STORE INC. 3434 47th St., Suite 250 Boulder, CO 80301 303-682-5627/303-682-5400	N/A	N/A	4 1	Staffing administrative, technical, financial, office support, call center, customer service and skilled manufacturing.	Yes	Denver 1973	Dorothy Grandbois, CEO, President www.jobstorestaffing.com webtoLong@jobstorestaffing.com
21	NR	LABOR READY 1011 Coffman St. Longmont, CO 80501 303-651-6722/303-774-1030	N/A	N/A	3 2	Construction, manufacturing, residential, production, landscape, maintenance, janitorial, housekeeping, snow removal, load/unload moving trucks.	Yes	Tacoma, Washington 1989	Shelly Rogers, Branch Manager www.laborready.com 1149-br@laborready.com

* Second ranking criteria is number of employees. N/A: Not available. If your company should be on this list, please request a survey by e-mailing research@bcbr.com or calling our research department at (303)440-4950.

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

THE EDGE

BCBR.COM

FOCUS: EMPLOYMENT

13A | College grad's prospects

Making sure new hire is a good fit

Companies need help with executive searches in crowded job market

BY KEELY BROWN
news@bcbcr.com

When it comes to executive hiring, most companies know the value of networking. And with online user groups and job websites such as LinkedIn, Monster and CareerBuilder, candidate searches can be made with the click of a button.

For many companies, the hiring of upper-level executives presents its own set of challenges.

Bob Bowman, founder and president of HRMC Inc., a staffing firm based in Longmont, said companies tend to be inundated with resumes for mid-level executive openings, which is why many of them resort to popular job websites or print advertisements.

"You can put out a reasonably-priced ad and receive hundreds of resumes," he said.

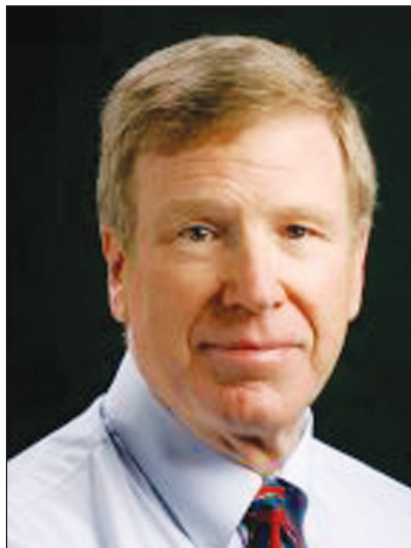
"And companies also receive unsolicited resumes from people who think they'd like to work for that company, whether there's a job opening or not. But you have to do a lot of prescreening, because for every hundred resumes you receive, you may only find three or four candidates you can hire," he explained.

Jackie Osborn, president of Bolder Staffing, said this avalanche of resumes has become so common in today's limited job market, many companies actually have to hire outside help just to deal with the phenomenon.

"Most companies are getting up to 50 percent more resumes than they're advertising for, and rather than hiring staff to go through those resumes, they're outsourcing recruiting companies like ours to go through them," she said.

When it comes to filling upper-level executive positions, companies are more likely to avoid traditional print or online advertising and instead opt for more specialized networking strategies.

Bowman said these nontraditional methods are particularly successful



“You have to do a lot of prescreening, because for every hundred resumes you receive, you may only find three or four candidates you can hire.”

Bob Bowman
FOUNDER/PRESIDENT,
HRMC INC

when dealing with the passive job seeker — the person who may not be actively looking to change positions yet, but who is willing to be tempted. For a good recruiter, this can mean going to a cold climate area in the dead of winter and recruiting potential candidates who might be inspired to relocate to a warmer place.

This type of creative thinking, Bowman said, can apply to print

advertising as well.

"It can be a good idea for a company or a recruiter to advertise in an outdoor publication, such as a mountain biking or fly-fishing magazine," Bowman said. "You'll attract the attention of the reader who may not be looking for a job, but who would get the idea that the company might have a good corporate culture."

And in today's executive market,

► See **Fit**, 13A

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PUBLIC-SECTOR EMPLOYERS

(Employers ranked by number of full-time employees in Boulder and Broomfield counties.)

RANK	PREV. RANK	Employer Address Phone/Fax	Full-time local employees Full-time employees in CO	Budget 2010 Budget 2009	Health insurance carrier(s)	Top elected official or administrative executive Human resources administrator	Year founded locally Web site
1	1	UNIVERSITY OF COLORADO AT BOULDER 17 UCB, University of Colorado Boulder, CO 80309-0017 303-492-8908/303-492-8866	7,260 7,260	\$1,084,278,115 \$1,018,282,934	Anthem Blue Cross and Blue Shield, Kaiser Permanente	Philip DiStefano, Chancellor	1876 www.colorado.edu
2	2	BOULDER VALLEY SCHOOL DISTRICT 6500 Arapahoe Ave. Boulder, CO 80303 303-447-1010/720-561-5830	4,000 N/A	\$319,070,235 \$301,742,566	Delta Dental, Great-West Healthcare, Kaiser Permanente	Christopher King, Superintendent of Schools	1863 www.bvdsd.org
3	3	ST. VRAIN VALLEY SCHOOL DISTRICT 395 S. Pratt Parkway Longmont, CO 80501-6527 303-776-6200/303-682-7366	3,238 N/A	\$211,731,950 \$289,723,328	United HealthCare, Kaiser Permanente	Don Haddad, Superintendent David Burnison, Human Resources Administrator	1965 www.stvrain.k12.co.us
4	4	BOULDER COUNTY 2020 13th St. Boulder, CO 80302 303-441-3500/303-441-3494	1,808 1,808	\$282,112,798 \$286,865,615	Cigna	Cindy Domenico, Chair of the Board of County Commissioners	1861 www.bouldercounty.org
5	5	CITY OF BOULDER 1777 Broadway Boulder, CO 80306 303-441-3090/303-441-4478	1,225 1,225	\$201,678,000 \$201,992,000	PacifiCare, Kaiser Permanente	Jane Brautigam, City Manager Susan Osborne, Mayor	1871 www.bouldercolorado.gov
6	6	NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION (NOAA) 325 Broadway Boulder, CO 80305-3337 303-497-6000/303-497-6951	908 ① N/A	N/A N/A	U.S. Government self-insured program.	Don Mock, Deputy Director, NOAA Earth System Research Laboratory	1954 www.ngdc.noaa.gov/mgg/dsrc/
7	7	CITY OF LONGMONT 350 Kimbark St. Longmont, CO 80501 303-651-8601/303-651-8590	829 829	\$261,895,694 \$254,451,236	Kaiser Permanente	Bryan Baum, Mayor	1873 www.ci.longmont.co.us
8	8	CITY AND COUNTY OF BROOMFIELD 1 DesCombes Drive Broomfield, CO 80020 303-438-6300/303-438-6296	570 575	\$159,378,217 \$204,029,034	Anthem Blue Cross Blue Shield, Kaiser Permanente	Patrick Quinn, Mayor	1961 www.broomfield.org
9	9	FRONT RANGE COMMUNITY COLLEGE 3645 W. 112th Ave. Westminster, CO 80031-2199 303-404-5000/303-466-1623	348 554	\$60,366,046 \$55,900,626	Anthem Blue Cross Blue Shield, Kaiser Permanente, Great West	Andy Dorsey, President	1968 www.frontrange.edu
10	11	CITY OF LOUISVILLE 749 Main St. Louisville, CO 80027 303-335-4532/303-335-4724	193 193	\$31,300,000 \$34,753,260	Kaiser Permanente	Charles Sisk, Mayor Malcolm Fleming, City Manager	1878 www.louisvilleco.gov
11	10	CITY OF LAFAYETTE 1290 S. Public Road Lafayette, CO 80026 303-665-5588/303-665-2153	180 180	\$42,638,190 \$44,023,394	Kaiser Permanente	Chris Cameron, Mayor Gary Klaphake, City Administrator	1889 www.cityoflafayette.com
12	13	TOWN OF ERIE 645 Holbrook St. Erie, CO 80516 303-926-2710/303-926-2706	135 135	\$31,567,500 \$32,625,300	Anthem Blue Cross Blue Shield	Gary Behlen, Interim Town Administrator Joseph A. Wilson, Mayor	1874 www.erieco.gov
13	12	COURTS-20TH JUDICIAL DISTRICT-CLERK OF THE COURT 1777 Sixth St. Boulder, CO 80302 303-441-3750	100 100	N/A N/A	N/A	Roxanne Bailin, Chief Judge	1876 www.courts.state.co.us
14	14	TOWN OF SUPERIOR 124 E. Coal Creek Drive Superior, CO 80027 303-499-3675/303-499-3677	25 25	\$38,954,452 \$33,804,033	Anthem Blue Cross Blue Shield	Andrew M. Muckle, Mayor Matthew G. Magley, Interim Town Manager	1896 www.townofsuperior.com
15	15	SOCIAL SECURITY ADMINISTRATION 4949 Pearl East Circle, Suite 101 Boulder, CO 80301 800-772-1213/303-494-4750	17 N/A	N/A N/A	Several options.	Jeremy Young, District Manager	1946 www.socialsecurity.gov
16	16	TOWN OF LYONS 432 Fifth Ave. Lyons, CO 80540 303-823-6622/303-823-8257	16 16	N/A \$6,257,208	United Health Care	Julie Van Domelen, Mayor Victoria Simonsen, Town Administrator	1891 www.townoflyons.com
17	17	TOWN OF NEDERLAND P.O. Box 396 Nederland, CO 80466 303-258-3266/303-258-1240	13 13	\$2,182,609 \$2,557,229	Colorado Benefit Employee Trust	Alisha Reis, Town Administrator Sumaya Abu-Haidar, Mayor Martin Cheshes, Mayor Jim Stevens, Town Administrator	1874 www.town.nederland.co.us
18	18	COLORADO DIVISION OF MOTOR VEHICLES 2850 Iris Ave. Boulder, CO 80301 303-442-3006	9 N/A	N/A N/A	Several options.	Joan Vecchi, Senior Director	N/A www.colorado.gov/revenue/dmv
19	19	COLORADO DIVISION OF MOTOR VEHICLES 917 S. Main St., Unit 600 Longmont, CO 80501 303-776-4073	7 N/A	N/A N/A	Several options.	Joan Vecchi, Senior Director	N/A www.colorado.gov/revenue/dmv
20	21	VIETNAM VETERANS OUTREACH CENTER 2336 Canyon Blvd., Suite 103 Boulder, CO 80302 303-440-7306/303-449-3907	5 N/A	N/A N/A	Anthem Blue Cross Blue Shield	Michael Pantaleo, Team Leader	1982 N/A
21	22	STATE OF COLORADO Colorado State Judicial Building Denver, CO 80203 800-970-3468/303-866-2021	N/A 38,908	\$19,700,000,000 N/A	Great-West Healthcare, Kaiser Permanente	John Hickenlooper, Governor	1876 www.colorado.gov

N/A: Not available.

① Includes federal employees, affiliates at CU Boulder and Colorado State University and contract workers.

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

SBA offers contract program for women-owned businesses

BY BUSINESS REPORT STAFF

news@bcbr.com

WASHINGTON — Women-owned small businesses can begin taking steps to participate in a new federal contracting program on Friday, Feb. 4.

The new Women-Owned Small Business, or WOSB, Federal Contract Program will be implemented over the next several months, with the first contracts expected to be awarded by the fourth quarter of fiscal year 2011, the U.S. Small Business Administration announced.

The program will provide greater

access to federal contracting opportunities for WOSBs and economically-disadvantaged women-owned small businesses.

The program allows contracting officers, for the first time, to set aside specific contracts for certified WOSBs and EDWOSBs and will help federal agencies achieve the existing goal of 5 percent of federal contracting dollars being awarded to WOSBs.

On Feb. 4, the SBA will release instructions on how to participate in the program, as well as launch the secure, online data repository in which to upload required documents on its website at www.sba.gov/wosb.

The SBA will release an application to become an SBA-approved third-party certifier for this program on that date.

During the ramp up period over the next several months, SBA is encouraging small-business owners to review program requirements and ensure their required documents are uploaded to the repository.

Every firm that wishes to participate in the program must meet the eligibility requirements and either self-certify or obtain third-party certification. At this time, SBA has not approved any third-party certifiers. Regardless of their certification

method, WOSBs must also upload required documents proving their eligibility to a secure online data repository developed and maintained by SBA.

To qualify as a woman-owned small business, a firm must be at least 51 percent owned and controlled by one or more women, and primarily managed by one or more women. The women must be U.S. citizens and the firm must be considered small according to SBA size standards. To be deemed "economically disadvantaged," a firm's owners must meet specific financial requirements set forth in the program regulations.

Job prospects 'picking up' for college graduates

SPECIAL TO THE BUSINESS REPORT
news@bcbr.com

BOULDER — Job postings and career fair visits by recruiters seeking to hire graduates of the University of Colorado at Boulder in the spring are coming in fast this year, suggesting an improving job market for spring graduates, according to Lisa Severy, director of CU-Boulder's Career Services office.

"The fact that our career fair was completely sold out and our job postings are way up tells me that the job market is picking up for this year's

graduates," Severy said.

The most common major sought by companies looking to hire CU-Boulder graduates this spring is the "all majors" category.



Severy

"In other words, companies are looking for talented, educated and motivated leaders from any academic discipline or background," Severy said. "The companies recruiting our graduates represent a variety of industries and range from small to large organizations."

Some of the companies that attended CU's spring career and internship fair for CU-Boulder students and alumni held in January included Facebook, Ball Aerospace & Technologies Corp., Apple Inc., the National Renewable Energy Laboratory, the Peace Corps, Rocky Mountain Youth Corps and Time Warner Cable.

Nationally, the job market for new graduates also shows signs of improving, according to the Recruiting Trends 2010-2011 survey published by Michigan State University. The survey calls for hiring at the bachelor's degree level to increase by 10 percent this year.

"The new college graduate market tends to bounce back first because these candidates come at a lower price point, and they don't have to be retrained like those who may be coming from a different company's culture," Severy said.

"Students who will graduate this May should engage the job-search process sooner rather than later," she said. "A career fair is a good place to start, because you get a chance to talk to recruiters face to face and make an impression. At the very least it is good practice for the interviewing process."

FIT from 11A

corporate culture is a key attraction. Companies seeking out the best from the executive talent pool must be willing to not only offer the best benefits, but also have a reputation for good treatment and perks such as ample vacation time.

"Companies need to position themselves to have a culture that supports balanced work-life issues," Bowman said. "A vast majority of people will work for a company because of its culture, rather than the potential of career progression or making great sums of money."

Tami Palmer, division director of Boulder Professional Placements, said companies also need to understand that if they want to attract the most talented executives, they've got to compete for them.

"It's important to be aware of who your competitors for talent are, and who else is going to be fighting over that talent pool," she said. "This means being knowledgeable about the companies that operate at the same level as yours, in terms of size and revenue."

Many companies find that using an executive recruiting firm can give them an edge over this competition. In addition to attending industry job fairs and networking events, executive recruiters have access to specialized recruiting industry training and insider job postings such as those offered by Advanced Internet Recruitment Strategies.

Typically, companies can expect to pay an executive search firm a one-time recruiting fee ranging from 25 percent to 33 percent of the new hire's annual salary.

Because companies today have less time and money to devote to job placement, Bowman said that many consider the recruiting fee to be money well spent.

"A good recruiter will get to know the company culture and understand its products, and then provide that company with three to five of the best prescreened candidates," he said.

"After that, it's not a matter of whether or not they can do the job — it's a matter of choosing which one will be the best fit."



March 2011 **BOULDER COUNTY BUSINESS REPORT**
Dairy Center for the Arts, Boulder

The Boulder County Business Report's **Remarkable Women event and special section** is a celebration of local business women — and one young girl — in the following categories:

ARTS AND CULTURE:

Recognizes a woman for her outstanding contributions to the arts either through individual artistic achievement or support of cultural organizations.

BEHIND THE SCENES:

Recognizes a woman who plays a key role in the success of her employer, even if she lacks an executive title or huge office.

COMMUNITY:

Recognizes a woman who demonstrates a dedicated effort to support the local community, through volunteer time, energy and other resources or their involvement in a nonprofit organization.

CORPORATE:

Recognizes a female executive who have risen in the ranks and

established herself in a large corporate environment.

ENTERPRISE:

Recognizes a woman who has demonstrated the core values of entrepreneurship, including risk-taking, innovation and the ability to overcome obstacles.

FAMILY BUSINESS:

Recognizes a woman who is contributing to the success of a family-owned enterprise, creating a legacy for future generations.

GOVERNMENT AND PUBLIC SERVICE:

Recognizes a woman who has dedicated her career to public service.

LIFETIME ACHIEVEMENT:

Recognizes a woman who has

demonstrated a lifetime of accomplishment in her chosen field and who has leveraged that success to benefit the overall community.

MENTOR:

Recognizes a woman who shares her experience, knowledge and insights in an effort to further the careers and lives of others.

RISING STAR:

Recognizes a grade school or high school girl who already has made a lasting impact either in her school or in the community.

SCIENCE AND TECHNOLOGY:

Recognizes a woman who has been integral in the development or launching of a business, product or service in the fields of technology, engineering or science.

Nomination Deadline: Feb. 25

Forms available online at: www.bcbr.com/bcbr_events.asp

Contact the BCBP for complete event and sponsorship information: (303) 440-4950



AIRCRAFT COMPANIES: CHARTER, LEASING AND FLIGHT SCHOOLS

(Ranked by number of aircraft in Boulder and Broomfield counties.)

RANK	PREV. RANK	Company	No. of aircraft Type of aircraft	Products/Services	Person In Charge Website
1	1	MCAIR AVIATION LLC 11945 Airport Way Broomfield, CO 80021 303-466-8730/303-466-8737	16 Cessna 172	Cessna pilot-training center. Certified FAA testing center.	John Wiltsang, Owner Gary Hulme, Owner www.mcairaviation.com
2	3	MOUNTAIN AVIATION INC. 9646 Jeffco Airport Ave. Broomfield, CO 80021-2512 303-466-3506/303-466-3549	12 King Air, Citation Jet and Gulfstream	Heavy jet, medium jet, light jet, turbo prop. Complete aircraft management services including professional pilot crews, air charter and maintenance. Light- and medium-sized business jets and turboprops. 24-hour dispatch.	Rich Bjelkevig, CEO www.mountainaviation.com
3	4	WESTERN AIR FLIGHT ACADEMY 11915 Airport Way, Suite 4 Broomfield, CO 80021 303-466-6998/303-466-6991	12 Cirrus, Cessna, Piper	Cirrus, Cessna, Piper, professional flight instruction and aircraft charter (Western Skies). Crosswind simulator.	Jon Payne, President www.flywafa.com
4	5	MILE HIGH GLIDING 5534 Independence Road Boulder, CO 80301 303-527-1122	10 Sailplanes and Trainers: Schweitzer, Grob, Duo-Discus; Tow Planes; Pawnee; Super Club	High-performance sail plane rides with FAA-certified pilots. Lesson packages available.	Dave Campbell, Owner www.milehighgliding.com
5	NR	ROTORS OF THE ROCKIES 11915 Airport Way Broomfield, CO 80021 303-635-0496/303-635-0549	7 Schweizer 300C, Robinson R44 Raven II, MD500d, Cessna 172S	Helicopter charter and flight training from private to certified flight instructor. High-altitude training program in the Schweizer 300c for all ratings and a mountain and turbine transition course in the MD 500d.7 helicopters, 12 certified flight instructors and 100 active students. VIP, corporate, special occasion, dinner flights, weekend getaways and aerial photography and videography.	Mike & Regina Fyola, Owner www.rotorsoftherockies.com
6	NR	WESTERN AVIATORS 229 Airport Road, Hangar 9 Longmont, CO 80501 303-776-2733	7 Merlin, Piper	24-hour aircraft charter; piston and turbine aircraft. Aircraft sales and management. Air ambulance services.	Rick Fowler, Owner www.westernaviators.com
7	6	JOURNEYS AVIATION BOULDER LLC 3335 Airport Road, Suite A Boulder, CO 80301 303-449-4210/303-442-4483	4 Single-Engine Aircraft from Cessna and Diamond.	Primary FBO providing flight training and aircraft rental service, self-serve and truck service for avgas fueling and pump service for Jet A fueling. Hangar and tie-down space available. Fully stocked pilot shop.	Cody Sutherland, Owner www.journeysaviation.com
8	7	LIFE CYCLE BALLOON ADVENTURES LTD. P.O. Box 17123 Boulder, CO 80308 303-216-1990/303-532-3318	2 Hot Air Balloons	Hot-air balloon rides. Balloon flights daily, year-round in Boulder area. Romantic flights for two also available. Gift certificates, special occasions, birthdays, anniversaries, proposals and weddings. Balloon sales, flight training and FAA-certified balloon repair station.	Michael Giametti, President www.lifecycleballoons.com
9	NR	J. MESINGER CORPORATE JET SALES INC. 3025 47th St., Suite D2 Boulder, CO 80301 303-444-6766/303-444-6866	N/A N/A	Corporate aircraft brokerage, including sales, acquisition and consulting.	Jay Mesinger, CEO, President Josh Mesinger, Vice President www.jetsales.com
10	NR	MY FAST JET LLC 3417 WCR 14 1/2 Erie, CO 80516 877-602-1981	N/A N/A	Private jet charter management.	Jodee Bennett, Owner Jason Bennett, Owner www.myfastjet.com

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

TOGETHER from 6A

Started in 2004, Boulder Digital Arts has 200 events each year, including classes in areas such as Web design or video editing, Borowsky said. They pull teachers from Boulder's tech community and keep an eye toward practical skills not theory.

"Our clientele of working people don't have time for a 12-week class, that's why we make our classes very focused," Borowsky said.

Boulder Digital Arts also hosts numerous free, social networking events.

"What we found is we'd get this great mix of people that would come to our events, and these people were typically working in their basements ... there was no way for them to connect," Borowsky said.

Borowsky visited coworking space in other cities to generate ideas, but this space is different than many.

"Our coworking idea is very specific and just available to creative, digital professionals," Borowsky said. He's turned away insurance salesmen and Realtors interested in renting space because they didn't fit the profile.

Coworking desks are available on a month-to-month basis for \$250, Borowsky said, making them ideal for people who need a space while working from out of town or finishing a big project. The offices rent on six- or 12-month leases at \$500 per month.

When like-minded, creative people share office space everyone benefits, Borowsky said. That's what attracted Jen Myronuk.

"The moment it was announced I knew I wanted to get a desk there,"



JONATHAN CASTNER

Bruce Borowsky, left, and Zach Daudert, cofounders of Boulder Digital Arts, came up with the idea of a coworking space for self-starting techies as a remedy for the isolation of a home office and the noise and distraction of a coffee shop.

Myronuk said. She left the California startup scene last year and moved to Boulder as director and producer of Her Story Media, a nonprofit media production company dedicated to celebrating women and their stories. Her Story officially launches in March, but Myronuk discovered BDA classes and connections shortly after moving to Colorado. She's worked mostly from home.

"I can't wait for the coworking space," she said. "Not only can I share enthusiasm for my work, but I'm looking forward to being part of others'."

She sees the Boulder-area as a growing leader for documentary making and media professionals.

She predicts it will be the biggest hot spot outside of L.A. and New York in coming years.

Independent video producer and documentary film maker Robin Truesdale of RT Editing opted for a coworking office in the Boulder Digital Arts space. The proximity to other imaginative and connected folks sold her.

"In the creative field, it's great to find out new things from other people. New technology, new software all sorts of things come up," Truesdale said.

The newly remodeled space sports a sleek and modern design, complemented by loads of natural light,

“We can have the fastest Wi-Fi, the coolest furniture, the greatest views of the Flatirons, but that stuff doesn't matter. It's the sense of community people get when working here.”

Bruce Borowsky

COFOUNDER,

BOULDER DIGITAL ARTS

framed art and stylish furniture, making it a professional setting for tenants interested in working with clients onsite. For Truesdale, there's the added benefit of a screening room to show her work.

"It's really new and clean and progressive," she said. "It feels really energetic when you walk in the door."

Borowsky and Daudert said a lot of thought and planning went into the coworking space design, and it turned out even better than they expected. At the end of the day it's not about the space itself, though.

"We can have the fastest Wi-Fi, the coolest furniture, the greatest views of the Flatirons, but that stuff doesn't matter," Borowsky said. "It's the sense of community people get when working here."

AVIATION/AEROSPACE

BCBR.COM

Moon hopping

Next Giant Leap designing rover for lunar surface

BY MICHAEL DAVIDSON
mdavidson@bcbcr.com

BOULDER — For the teams of scientists, engineers and entrepreneurs racing to become the first private team to send a mission to the moon, the 238,606-mile flight might be the easy part.

The challenges of finding money to finance the project and making space exploration profitable are, in their own ways, just as daunting.

But that doesn't keep ambitious dreamers like Boulder-based Next Giant Leap LLC from trying.

Next Giant Leap is one of 21 teams vying for the Google Lunar X PRIZE, which offers a total of \$30 million in prize money to the first team that lands a robotic exploration vehicle on the surface of the moon.

The team was founded in 2007 by Michael Joyce, a former Air Force pilot and entrepreneur.

"I had a little bit of time on my hands, decided to give it a shot and see how far we could take it," Joyce said.

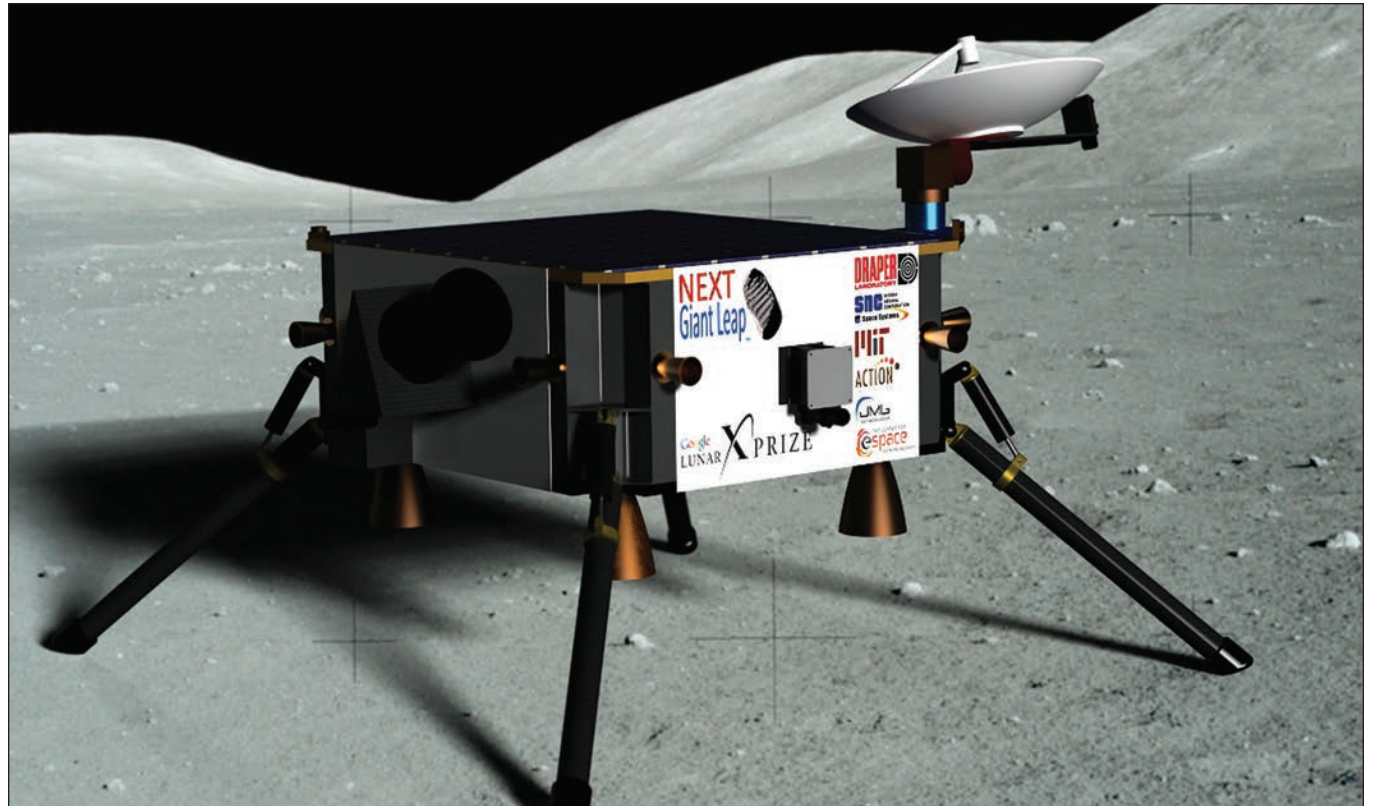
To claim the prize, the lander must travel 500 meters over the lunar surface and transmit images and data back to Earth. The team that builds it must be at least 90 percent privately funded.

The technology needed to get to the moon has already been developed. It is putting together the business model that is a step into the unknown.

"You don't want to take the technical challenge of going to the moon lightly," said Todd Mosher, one of the leaders of Next Giant Leap. "Almost as challenging is making the business case for this, and being able to make it happen," Mosher said.

Mosher is an aerospace engineer and project manager with the Sierra Nevada Corp., a privately held company that designs and builds commercial and defense aircraft, satellite and electronic systems. It's based in Sparks, Nevada and has an office in Louisville.

Like other teams competing for the prize, Next Giant Leap relies on the expertise of private companies and researchers not affiliated with NASA. Sierra Nevada is an investor in Next Giant Leap, giving \$125,000 to the project. The body of the lander is based on a design Sierra Nevada uses for other satellites.



COURTESY NEXT GIANT LEAP

Next Giant Leap LLC is a Boulder-based team of engineers and entrepreneurs competing for the Google Lunar X PRIZE. The competition will award \$30 million to the team that can create a lunar lander capable of traveling more than 500 meters over the moon's surface. Here is a what Next Giant Leap's rover might look like.

The Space Systems Laboratory at the Massachusetts Institute of Technology and the Charles Stark Draper Laboratory, both of Cambridge, Massachusetts, also are partners.

The hope of the Google Lunar X PRIZE is that private dollars will spur innovation and build the commercial space industry now that NASA is not bankrolling exploration projects.

"We're trying to make commercial space exploration cheaper and more efficient than the government does," said Chris Pavlovski, chief

executive of Jolted Media Group, a Toronto, Ontario-based company that has invested \$100,000 in Next Giant Leap.

To raise money, X PRIZE teams like Next Giant Leap are seeking support from wealthy patrons that want to be immortalized as part of humanity's return to the moon. Corporate sponsorships also are a source of funding Next Giant Leap is pursuing, Mosher said.

NASA also will purchase data the X PRIZE teams collect.

"There are a variety of different

revenue streams," Mosher said.

Attempts to make private dollars pay for space exploration are not outlandish, even if they payoff might be in the future, said Diane Dimeff, executive director of eSpace: The Center for Space Entrepreneurship, a Boulder-based 501 c (3).

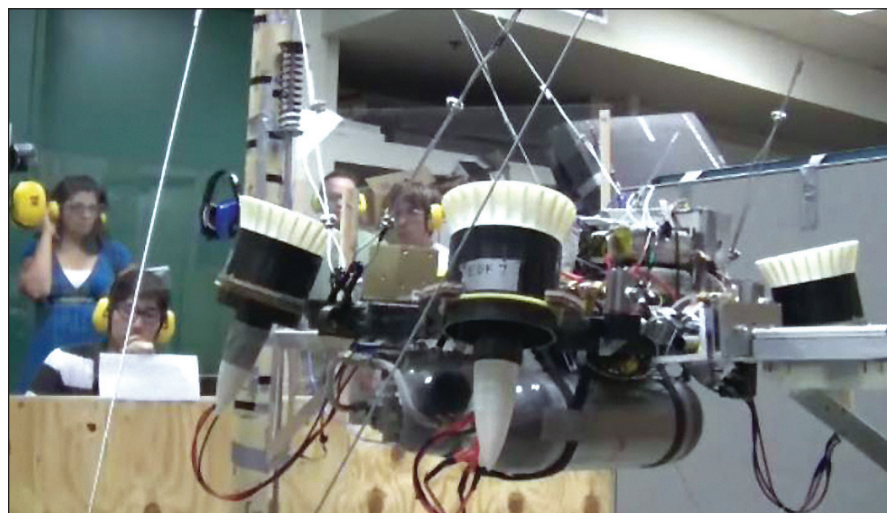
"I think it is a bit unclear how likely that is in the near term," Dimeff said about efforts to build a space industry that is not dependent on money from the U.S. government. "In the longer term, it's likely commercial space transportation will be commonplace."

eSpace, which is a partnership of the University of Colorado and the Sierra Nevada Corp., provided Next Giant Leap with a \$30,000 grant. Next Giant Leap also is a member of eSpace's business incubator program.

In January, Next Giant Leap received a \$1 million grant from the Charles Stark Draper Laboratory. The Cambridge, Massachusetts-based organization also is a partner in the project and helped develop the lander's propulsion system.

From a technical standpoint, the Next Giant Leap team is confident about its design. While prior landing vehicles, like the "moon buggy" astronauts used to explore the moon or the robotic rovers used to explore

► See **Moon, 16A**



COURTESY NEXT GIANT LEAP

Engineers at the Massachusetts Institute of Technology in Cambridge, Massachusetts, test the avionics and control system that will guide the lunar lander developed by Next Giant Leap. Unlike traditional rovers, which are wheeled, Next Giant Leap's vehicle will use rockets to hop across the lunar surface.

FDIC shuts down Louisville-based FirstTier

BY BETH POTTER

bpotter@bcbr.com

LOUISVILLE — The Colorado Division of Banking closed FirstTier on Friday, Jan. 28, in advance of a regulatory filing due Jan. 31 that was expected to show that the bank was insolvent.

It's illegal for bank officers to operate a bank if they know it's insolvent, said Fred Joseph, the state's acting bank commissioner.

The Federal Deposit Insurance Corp. created the Deposit Insurance National Bank of Louisville, or DINB, to oversee the closure, FDIC spokesman Greg Hernandez said. Customers of the former FirstTier Bank can continue to write checks and make ATM and debit card withdrawals through Feb. 11, and official checks will continue to clear and be issued to customers closing their accounts, according to the FDIC. Customers with certificates of deposit

and individual retirement accounts will receive mailed checks from the FDIC.

Acquisition, development and construction, or ADC, loans made up about 51 percent of the bank's total portfolio; commercial real estate was about 27 percent and commercial and industrial loans were about 13 percent, Hernandez said.

FirstTier had \$781.5 million in total assets and \$722.8 million in total deposits as of Sept. 30, 2010, the FDIC said in a statement.

When the bank was closed, regulators had not determined the amount of deposits exceeding insurance limits, the FDIC said. The FDIC insures individual bank deposits up to \$250,000.

FirstTier Bank operated seven branches in the metro area, including ones in Boulder and Broomfield. It struggled for more than a year, with an FDIC "supervisory prompt corrective action" issued on April 21

that called for the bank to increase its capital within 30 days. That report was not made public until the end of October because the bank appealed it, according to bank industry analyst Larry Martin.

At the end of June, the bank reported that its total risk-based capital ratio was 5.35 percent - less than half the total risk-based capital ratio of 13 percent called for by the FDIC in the initial agreement between the bank and regulators from that April announcement.

FirstTier was originally put on a confidential "problem institution list" by the FDIC in September 2009, Hernandez said Monday.

United Western closed

DENVER - Eight former United Western Bank branches in Colorado reopened Jan. 24 as First Citizens Bank & Trust Co. branches after the Federal Deposit Insurance Corp. closed the bank Jan 21.

Denver-based United Western

Bancorp (Nasdaq: UWBK), the holding company for the bank, has two branches in Boulder County, one at 1601 28th St. in Boulder and one at 10 Ken Pratt Blvd. in Longmont.

The FDIC estimates the failure of United Western will cost the federal Deposit Insurance Fund \$312.8 million.

Even though the bank closed, the best outcome possible came from the transaction with First Citizens, said Don Childears, president and chief executive officer of the Colorado Bankers Association, an industry trade group. The FDIC and First Citizens entered into a loss-share transaction on \$1.11 billion of United Western Bank's assets, the FDIC said in a statement.

United Western had about \$2.05 billion in total assets as of Sept. 30, and \$1.65 billion in total deposits.

First Citizens Bank & Trust also has branches in the Denver area through its IronStone Bank division.

SELF-FUNDED from 1A

to pay claims. In McGuckin's case, CIGNA, the national health-insurance company, does the work. Most companies that offer self-funded insurance plans also offer some sort of health-maintenance organization, or HMO, plan, too, although McGuckin does not.

In return, McGuckin had an estimated 25 percent savings in expenses in 2010 from going the self-insured route versus offering a full coverage plan from a national health insurance company, Gomez said. On average, the company saves 10 percent to 15 percent in health-insurance expenses per year, he said. But in 2009, the numbers were "dead even," Gomez said, making the owners look at whether other health-insurance plans were less expensive.

"It has worked out very well. On average, we've saved money being self-insured," Gomez said. "But at some point in the numbers, it's better to have the insurance company take on that liability."

In general, any business with more than 35 employees may benefit from using some variation of a self-funded insurance plan, area insurance brokers said. The biggest plus of such plans can be that they give employers a chance to be more creative in what they offer in terms of health benefits, brokers said.

"If the employer wants to offer \$5 office co-pays or have vision exams covered at 100 percent, they can tailor their medical plans to suit their needs," said Bryan Robins, director of sales at CBIZ MeyersDining in Boulder.

At IBM Corp. many of the 2,800 or so employees worldwide, get full health coverage through the com-

WHO'S SELF-INSURED?

National employers

Virtually all employers (90 percent with more than 5,000 employees) offer some sort of self-funded insurance option for their employees, based on a survey of 2,800 companies across the country in 2010.

Employees	PPO self-funding option
10-49	4%
199-199	25%
200-499	38%
500-999	57%
1,000-4,999	77%
5,000-9,999	90%
10,000-19,999	95%
20,000-plus	96%

Nationally, some employers who currently offer a health-insurance coverage plan to drop it if federally funded health exchanges open in 2014.

Employees	Plan to drop coverage?
10-499	20%
500-plus*	6%
10,000-plus	3%

*includes those with 10,000-plus

Colorado employers

Of 41 Colorado employers with 500 or more employees, 83% have a self-funded preferred provider organization, or PPO, health-insurance plan, according to the survey.

Source: Mercer LLC

pany's preferred provider organization, a self-insurance plan, said Laurie Friedman, an IBM spokeswoman in New York. IBM employees also have other choices, including an HMO plan, Friedman said.

Nationwide, about 75 percent of all companies with 500 employees or more are self-funded, said Brad Cornish, an actuary at the Denver office of

Mercer, a national consulting firm.

In a related move, the federal government plans to roll out health exchanges in 2014, which are to give employers with fewer than 50 workers a chance to band together with other small employers to get the benefits bigger companies do in health insurance. It's a key piece of the federal Patient Protection and Affordable Care Act signed into law in March 2010.

As another benefit, administrators hope their workers get more healthy at the Boulder Valley School District and the University of Colorado system.

"Lower costs are a bonus," said Bob Jamieson, benefits director for 3,000 or so district employees, about 60 percent of whom went on a self-funded plan in 2010. "Ultimately, we want to improve health, and hopefully this will make our costs more affordable and sustainable."

So far, the school district's number of health-insurance claims went down slightly in 2010, Jamieson said, although they still totaled \$25 million for the year.

"Our trend is stable to negative, but it's still extremely high," Jamieson said.

The University of Colorado is emphasizing weight management and other wellness programs after switching back to a self-insurance plan, said Jill Pollock, senior associate vice president and chief human resources officer for the university. CU administrators decided to move to self-funded insurance in 2010 after seeing double-digit health plan rate increases in the industry in recent years for its \$108 million or so annual program, Pollock said.

MOON from 15A

Mars, relied on wheels, Next Giant Leap's lander will use a rocket system to hop from point to point.

The design, which Next Giant Leap refers to as a hopper, has some advantages over the traditional rover design.

WHILE PRIOR LANDING

vehicles, like the "moon buggy" astronauts used to explore the moon or the robotic rovers used to explore Mars, relied on wheels, Next Giant Leap's lander will use a rocket system to hop from point to point.

"There are certain obstacles that are just impossible for a rover to traverse," Mosher said. The hopper "probably allows you to get to more hostile locations."

The hopper also should have greater range than a rover, he said.

The Next Giant Leap team has a track record of success, Mosher said. Sierra Nevada has developed 18 commercial spacecraft and has contracts to produce dozens more. Many are built in Louisville.

Whether or not Next Giant Leap claims the prize, Mosher thinks the odds are good that one of the X PRIZE teams will.

"It's very possible someone could pull this off," he said.

TECHNOLOGY

BCBR.COM

FOCUS: ONLINE SOCIAL NETWORKS

BlipSnips' video tag gains attention

No more waiting to see best part of an online video

BY MICHAEL DAVIDSON
mdavidson@bcbcr.com

BOULDER — John Bliss got tired of waiting to get to the good part.

Bliss, a Boulder resident, is the founder and chief executive of BlipSnips Inc., a Boulder-based startup company that makes software that allows users to embed tags and comments in YouTube or Facebook videos.

The company, which was formed in 2009, released an application for Facebook and a mobile application for the iPhone in January.

BlipSnips lets users highlight the good parts of videos, post messages that are embedded alongside the video and easily share them on Facebook. Users can tag Facebook friends that appear in the video and iPhone users can upload video directly to Facebook.

The software makes sharing videos easier and watching it more interactive and less cumbersome, Bliss said.

"People seem to get this idea. It has an appeal to people who have always been social around photos," Bliss said. "It's fun, it's easy, and it allows someone to share something with someone else."

The idea for BlipSnips came to Bliss after a friend sent him video of a bicycle race. The joy of seeing himself and friends in the video was obscured by the tedium of sifting through 45 minutes of footage.

While BlipSnips attempts to over-



MICHAEL MYERS

John Bliss, founder of BlipSnips Inc. in Boulder, makes software that lets users embed tags and comments in online videos. The idea for the video tags came to Bliss after a friend sent him video of a bicycle race. The joy of seeing himself and friends in the video was obscured by the tedium of sifting through 45 minutes of footage.

come the cumbersome nature of wading through video footage, the product's underlying goal is grander.

"My own vision of success is when we have changed the way people engage with video," Bliss said. "When it becomes part of the culture to converse around a video the way people converse around a photo, that will be a success."

Bliss believes BlipSnips' video viewer is an improvement over Facebook's viewer, which does not have

the tagging features that let viewers jump directly to the relevant parts. With the good parts already indexed, video producers do not have to worry about editing and viewers can skip the fast-forward button.

BlipSnips already has received a good deal of positive buzz since being part of the TechStars' startup incubator's 2010 class. Along with coverage in local media, outlets such as the New York Times, Reuters and TechCrunch, a popular Web site that

covers the tech industry, have carried stories about the startup.

The company's profile also got a boost when it announced in January that Chris Kelly, former chief privacy officer of Facebook, had become a lead investor and would become an adviser to BlipSnips' board of directors.

Bliss acknowledges that BlipSnips' ability to build on early buzz will depend on whether it raises capital

► See **BlipSnips, 21A**

YapTime launches service for private social groups

BY BUSINESS REPORT STAFF
news@bcbcr.com

BOULDER — YapTime, a Boulder-based startup, has launched a service for private social groups, which provides groups of friends and families with a gathering place to communicate, share and organize online.

YapTime solves a problem not addressed by large, public social networking sites, providing a private space to communicate with just the groups of people that really matter to you.

Through YapRooms, groups can

share photos and videos, organize events through group calendars, and communicate privately. YapRooms offer an uncluttered, secure and easy-to-access place for the important groups in everyone's life.



Kapela

"We found that many people were no longer actively using Facebook because of privacy concerns, or felt it was cluttered, confusing, and the interactions were no longer meaningful," said Robert Kapela, founder and president of YapTime. "We started YapTime to

address these concerns and provide a place where groups can communicate and not have to deal with pseudo-friend requests or worry about the privacy of who is seeing what.

YapTime features:

YapRooms allow groups of friends, families or teams to share, discuss and organize photos and videos — all in one, easy-to-access location

Using YapRoom calendars, it is easy for groups to plan and organize events such as reunions, trips, team schedules, birthday parties and more

Setting up a YapRoom is simple, users select a room name and invite

members from their online address book — no complicated privacy settings to figure out, no complex features to learn, no unnecessary "friend requests"

Everything is private — photos, videos, conversations, calendars and comments can only be viewed by invited YapRoom members.

Using a YapRoom is so simple that everyone can use it — easy enough for grandparents, safe enough for kids.

Users can post to a YapRoom, or respond to posts and photos, using e-mail or the website.

YapTime is a free service available at www.yaptime.com.

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Special Transit's new \$11.65 million facility doubles the size of Special Transit's previous offices from 18,000 to 36,000 square feet and expands its footprint from 1.3 to 6.8 acres. The innovative facility is a model for sustainable building with features such as a solar panel array, water reducing plumbing fixtures, extensive use of recycled content materials, high efficiency heating and cooling with a heat recovery system, and self-dimming and occupancy sensing

lighting.

Special Transit has a fleet of 108 buses, 220 employees and serves 18 communities in five counties. In addition to its non-profit paratransit service, Special Transit operates the HOP, access-a-Ride and call-n-Ride services under contract with the University of Colorado-Boulder, the city of Boulder and RTD. For more information, visit www.specialtransit.org

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BUSINESS DIGEST

MOVES

Buffalo Exchange, a reseller of used goods owned by Todd Colletti, moved from 1717 Walnut St. to 1813 Pearl St. in Boulder during the first week of February. The store stocks local and recycled materials. The interior of the new store features forged steel and custom woodwork made with beetle-kill pine.

The **Better Back Store** of Boulder moved into a 1,726-square-foot space at 1664 30th St. in the a shopping complex at 30th Street and Arapahoe Avenue on Feb. 1. Owner Cynthia Marshall had been at 3043 Walnut St. for 18 years.

Healthy Food Holdings LLC has moved its headquarters from Boulder to Chicago, closing the physical office in Boulder, sometime after new chief executive Jim Nolan started in April. It is unclear how many employees in Boulder were affected.

Wal-Mart Stores Inc. started the process of moving from 800 S. Hover Street in Longmont to its new location at 2285 E. Ken Pratt Blvd. in East Longmont. With construction complete, the retailer will spend the next few weeks transforming the new building into a Wal-Mart store with a full line of groceries and an assortment of merchandise and services. The new store plans to open in March.

NAME CHANGES

Knudson Gloss Architects changed its name to **KGAStudio Architects**, reflective of the firm's award-winning collaborative residential design focus. In addition, the firm has relocated to new studio space at 950 Spruce St. in Louisville. Founded in 1977 in Boulder, KGAStudio Architects works nationally and throughout the Rocky Mountain region. Web address is www.kgarch.com.

BRIEFS

Walnut Realty in Boulder implemented Sureclose, a paperless transaction management system. The system is expected to improve communication for clients and cooperating brokers.

Horizon Organic Dairy Inc. expanded its family farmer partner network by 100 farms in 2010 to meet increased consumer demand for organic milk. The addition brings the Broomfield-based organic dairy to 600 organic suppliers in 23 states. Family farmers supply approximately 93 percent of Horizon's organic milk. The remainder comes from two company-owned farms in Idaho and Maryland, which were certified organic in 1994 and 1998. The average size of Horizon's family farm partner is 91 milking cows, and 95 percent of the farms have fewer than 100 milking cows. Horizon Organic is a branded company of Broomfield-based WhiteWave Foods, a division of Dallas-based Dean Foods Co. (NYSE:DF).

Denver-based **Kutak Rock LLP**, with clients in the Boulder Valley, jumped three places to a No. 4 ranking of all bond counsel in the United States in 2010 based on dollar volume, serving as bond counsel for 375 bond financings aggregating more than \$15.1 billion in principal amount, according to statistics recently released by Thomson Reuters.

Longmont-based **Kozio Inc.** has made available free use of its kDiagnostics Suite for owners of PandaBoard. PandaBoard is the first open OMAP 4 applications processor-based mobile software development platform. The Kozio download gives users an interactive guided tour of the inner workings of PandaBoard and the OMAP4430 applications processor from Texas Instruments Inc., along with a full design verification and hardware validation solution. The download is available at <http://www.kozio.com/services-and-supports/downloads>.

Covidien Inc. (NYSE: COV), a provider of health-care products with operations in Boulder, delivered its 20,000th ForceTriad energy platform. The Dongzhimen Hospital, an affiliate of Beijing University of Chinese Medicine, in Beijing, China, took delivery of the device. The ForceTriad energy platform, which is used in combination with a variety of hand-held surgical devices, enables surgeons to use energy to achieve a range of tissue effects, including dissection and vessel fusion. Since its

launch in 2006, the ForceTriad platform has been placed into service in hospitals in 94 countries.

Venture capital firm **Foundry Group** in Boulder led a \$30 million investment round in Cheezburger, a Seattle-based firm specializing in humor websites. Brad Feld, managing director at Boulder-based Foundry Group, declined to say how much his firm put into round. Cheezburger is expected to use the new funding to hire engineers and sales staff.

Police arrested bookkeeper **Diana Lynn Lewis**, 44, for allegedly stealing about \$160,000 from the nonprofit group **Impact on Education**. She was booked on Jan. 22 on charges of felony theft and forgery. The organization has raised and invested more than \$317 million to help more than 305,000 students in the Boulder Valley, according to the Boulder County Business Report's database. The group's annual program, Crayons to Calculators, raises money every year to give supplies and educational materials to children from low-income families. Lewis was being held in the Boulder County Jail in lieu of a \$100,000 bond.

Images taken of Sudan from Longmont-based **DigitalGlobe Inc.**'s (NYSE: DGI) satellites are being used in a project to help monitor troop movements following the country's historic vote on independence. The images and analysis for the Satellite Sentinel Project, available at www.digitalglobe.com and www.satsentinel.org, show Sudanese troops in areas of South Kordofan around the oil-producing Abyei region and other strategic areas along the North-South border.

Sage Electronics & Engineering in Longmont is providing debugging tools for the AMD embedded G-series platform. Engineers building applications for these platforms will be able to more efficiently debug their hardware and software designs.

Oklahoma-based tanning salon chain **At The Beach**, with operations in Boulder, has agreed to pay an estimated \$350,000 in consumer restitution, fines and attorney fees, and halt deceptive sales practices and record all future sales, accord-

ing to the Colorado attorney general's office.

Florida-based Fairfax Imaging Inc. used proxy generation tools supplied by Boulder-based **JNBridge** to integrate Fairfax's .NET-based software product, Quick Modules, with a third-party Java-based pharmacy benefits management system, to meet a customer's rigid deployment schedule.

CONTRACTS

Broomfield-based **Vail Resorts Inc.** (NYSE: MTN) signed a five-year partnership with Helly Hansen, a provider of apparel and footwear. The partnership makes Helly Hansen the official uniform and apparel provider for the 15,000 mountain professionals working at Vail's mountain resorts in Vail, Beaver Creek, Breckenridge, Keystone, Heavenly and Northstar-at-Tahoe. The partnership begins with the 2011-2012 season and continues through 2016.

OG&E will use Boulder-based **FreeWave Technologies Inc.**'s FGR2-PE wireless radios for the distribution automation component of the smart grid network. OG&E is a subsidiary of OGE Energy Corp., which serves more than 782,000 customers in a service territory spanning 30,000 square miles in Oklahoma and western Arkansas.

Covidien (NYSE: COV), a provider of health-care products with operations in Boulder, announced the integration of its Nellcor OxiMax platform with SatSeconds technology into the Welch Allyn Connex Vital Signs Monitor. The collaboration will enable clinicians worldwide to access the oxygen monitoring capabilities of the OxiMax platform with SatSeconds technology in the Connex VSM. Oxygen is a critical measure of respiratory function.

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.

BCBRDAILY from 2A

relations for the Boulder campus. She also will serve on the chancellor's cabinet and provide advice to other university leaders. Draper is slated to start her new job on Monday, Feb. 14.

Draper will make \$154,000 per year in the strategic relations job, said Bronson Hilliard, a CU spokesman. Her predecessor, Michael L. Warden, made \$157,000. Warden left the post in December to serve in a similar capacity at the Georgia Institute of Technology.

LUH closing psych ward

LONGMONT — Longmont United Hospital plans to lay off 20 employees and close its money-losing psychiatric unit to save about \$1 million per year, according to Neil Bertrand, the hospital's chief financial officer.

Administrators are working on an agreement that will send Longmont United psychiatric patients to Centennial Peaks Hospital, a mental health and substance abuse facility in Louisville, Bertrand said.

"Our unit is not an efficient economic size. It's a 10-bed unit. We've been losing money on it for a long time," Bertrand said. "The health-care industry is trying to do things in the most-effective and efficient way, and Centennial Peaks is willing to collaborate."

The 20 people being let go are a mixture of full-time and part-time workers equal in hours to 12.5 full-time workers. Because of the workers' specialized

psychiatric training, Centennial Peaks is willing to talk to them about potential new jobs, Bertrand said.

Hayes takes helm at Ball Corp.

BROOMFIELD — John A. Hayes took over as chief executive of Broomfield-based Ball Corp. on Jan. 26, replacing longtime CEO David Hoover, who will remain as chairman of the board.

Ball also reported profits increased by 19.3 percent in the fourth quarter of 2010, which the company attributed to growth in emerging international markets and strong performance by its aerospace unit, Ball Aerospace & Technologies in Boulder.

Also, Ball (NYSE: BLL) said it is planning for a stock split in February and will shutter a beverage can plant in Torrance, California.

Rally qualifies for rebates

BOULDER — The city of Boulder approved a package of tax rebates for Rally Software Development Corp. that could save the company up to \$50,000.

Rally is relocating its corporate headquarters within Boulder to 3333 Walnut St. from its current home at 4001 Discovery Drive. The company is expected to invest more than \$1 million to upgrade the building and invest in equipment and furniture.

Rally Software was founded in Boulder in 2002. It specializes in Agile application lifecycle management for software developers.

The city manager's office decided to approve a series of rebates for the company's sales and use taxes and permit-related fees. The package is part of Boulder's flexible rebate program.

Rally Software's flexible rebate application is one of seven submitted to the city in 2010. One 2010 application is still pending. The city's approved 2011 budget includes \$350,000 in funding for 2011 flexible tax and fee rebates for primary employers.

TechStars goes national

BOULDER — The TechStars startup incubator, based in Boulder, announced on Jan. 30 that it has launched the TechStars Network, an association of 17 independently owned and operated business incubators.

The TechStars Network will be part of the Startup America initiative. The initiative has received the backing of the Obama Administration. Its goal is to find 5,000 experienced business leaders and investors to mentor and support 6,000 promising young entrepreneurs over the next four years.

Organizations in the network will copy the mentorship model developed by TechStars. The model includes providing seed funding and guidance from established entrepreneurs in return for a percent stake in each startup that is chosen from a pool of applicants.

EYE from 3A

warm, hooded, puffy parkas and a new Audi 8A, please.

In a different world of trends, may we suggest roasted sunflower seeds for your tasting pleasure?

Boulder-based **Thanasi Foods LLC** made the cut with its BIGS Sunflower Seeds recently, which were featured in the Jan. 22 episode of "Unwrapped" on the Food Network. (If you missed it the first time around, check it out online at www.BIGS.com/Unwrapped.)

BIGS are a classic treat for baseball fans, an important factoid highlighted by the show, said **Justin Havlick**, president of Thanasi.

Yum.

Wonder if all of those Spyder party-goers and Thanasi sunflower seed-eaters are altruistic?

The largest number of Peace Corps volunteers in the world this year comes from the **University of Colorado-Boulder**. CU-Boulder has 117 alumni volunteers currently serving the volunteer group started by President **John F. Kennedy** in 1961, ahead of No. 2 University of Florida, with 97 alumni, the University of Michigan, the University of North Carolina at Chapel Hill and the University of Washington.

It's the first time CU has ranked No. 1, although it's the No. 5 all-time school for volunteers since it started. Close to 2,300 alumni from Boulder have traveled around the world to help others through the group.



Hayes

BOULDER VALLEY REAL ESTATE WATCH

Top-Selling Boulder County Single-Builder Subdivisions

Year-to-date December 2010

Subdivision	Builder	City	Average Price	Recorded Closings
1. Peloton Condos	Cityview Peloton	Boulder	\$441,800	42
2. Canyon Creek 6	Richmond Homes	Erie	\$297,600	33
3. Landmark Lofts	Chanin Development	Boulder	\$328,500	32
4. Renaissance 3 Town Homes	Boulder Creek	Longmont	\$220,600	17
5. Erie Village 1 Cottages	Boulder Creek	Erie	\$307,200	15
6. Northfield Village 4-plex Condos	Coast to Coast	Boulder	\$288,000	14
7. Northfield Commons Row House Condos	Northfield Commons	Boulder	\$473,500	12
8. North End Single Family	Markel Homes	Louisville	\$495,500	11
9. 1201 Balsam Condos	1201 Balsam	Boulder	\$322,300	10
10. Walnut Condos	MCV Walnut	Boulder	\$1,622,500	9
10. Villas at Pleasant Valley Condos	Colorado Oaks	Longmont	\$291,900	9

Source: Home Builders Research

Top 10 Boulder County Builders

Year-To-Date December 2010

Builder	Home Sales	County Market Share
1. Cityview Peloton	42	11.9%
2. Boulder Creek Life and Home	35	9.9%
3. Markel Homes	34	9.7%
4. Richmond American Homes	33	9.4%
5. Chanin Development	32	9.1%
6. Northfield Commons	20	5.7%
7. Northfield Village	14	4.0%
8. Thistle Communities	11	3.1%
9. 1201 Balsam	10	2.8%
10. MCV Walnut	9	2.6%
10. Colorado Oaks	9	2.6%
Remaining homebuilders	103	29.3%
Total	352	100%

Source: Home Builders Research

BCinteriors first tenant in Boulder Junction

BOULDER — A commercial furniture dealer is moving into the former home of Sutherland Lumber Co. in what the property's owners hope is the first step toward a redevelopment of the 5.6-acre site in the Boulder Junction area.

BCinteriors will occupy 10,000 square feet of the 24,000-square-foot site by March 1.

The company, legally known as Bottom Line Design LLC, was formed in 1978 and is locally owned. Its current location is 1930 Central Ave.

The move will make BCinteriors more accessible to potential clients and boost its retail prospects, owner Chris Mabbitt said.

"We're going to get back into that area to be back in front of customers," Mabbitt said.



REAL ESTATE

Michael Davidson

"This location provides us with greater visibility and it's fantastic to be on the ground floor of such a significant project for the city of Boulder," he said.

The parties involved also hope it will be a shot in the arm to redevelopment efforts in the area.

Sutherland Lumber closed last fall, and the owners attempted to sell the property but could not find a buyer willing to meet their price, said Bob Sutherland, the company's managing owner.

Instead of selling low, the Sutherlands hope they can redevelop the property and take advantage of the city of Boulder's and the Regional Transportation District's plans to turn the area, formerly known as Transit Village, into a mixed-use development built around a large mass transit stop.

RTD is doing design work on a new park-n-Ride in the area, which also is intended to be a stop on a commuter rail line linking Longmont, Boulder



COURTESY MORGAN CREEK VENTURES LLC

An architectural rendering shows the exterior of the redevelopment of the former Sutherland Lumber Co. in the Boulder Junction area. The new building is expected to be ready for occupancy by commercial furniture dealer BCinteriors by March 1.

and Denver.

"We are working to continue to organically develop the property along the lines of the city's vision," Sutherland said. The goal is to create "a vibrant and dynamic mixed-use space centered around sustainable development and mass transit."

The project is a multiyear plan, Sutherland said. It will take about a decade for it to come to completion.

The first phase will involve redeveloping existing buildings into small office space, said Andrew Bush, principal of Morgan Creek Ventures, which is designing the project.

Immediate plans call for "cool, creative spaces for creative users" such as architects, Bush said. Tenants will be able to share spaces such as a conference room and lobby.

Chris Hansen of The Colorado Group represented BCinteriors, and

Terry Kruegel of Kruegel Commercial Real Estate represented the landlord.

OFFICE PARK SOLD: A four-building office complex in East Boulder was purchased by a Seattle-based investment company last month for \$18.3 million.

Flatiron Park West, a 166,048-square-foot property located on 9.7 acres at 2425-2555 55th St., was purchased by Washington Capital Management Inc. The prior owner was an investment fund managed by TIAA-CREF.

"We've been looking for opportunities in the greater Denver area for some time, and we're particularly intrigued by Boulder," said Cory Carlson, a portfolio manager for Washington Capital Management.

The Flatiron Park West property was particularly attractive because

of its mix of tenants that are likely to remain there for years to come, Carlson said. OPX Biotechnologies Inc. and the Colorado State Public Defender's Office are tenants.

Carlson also noted that a number of the property's tenants were startup companies linked to scientific research conducted at the University of Colorado.

Washington Capital Management will own the property through its control of REEF Flatiron LLC. The company's primary clients are pension funds.

Michael Winn and Timothy Richey of Cushman & Wakefield of Colorado Inc represented the seller. Hunter Barto of Dean Callan & Co. and Joe Heath of Grubb & Ellis Co. are the brokers in charge of leasing the property.

► See **Real Estate, 21A**

REAL ESTATE from 20A**Highest-Priced Home Sales in Boulder County**

December 2010

Sale Price	Buyer, Address
\$2,290,000	NV Investment Holdings LLC, 403 Highland Ave., Boulder
\$1,660,000	Jonathan Kilberg, 10120 Arapahoe Road, Lafayette
\$1,530,000	Stephen A. LeBlang, 443 Alpine Ave., Boulder
\$1,435,000	Scott T. and Jennifer K. Boyd, 7364 Erin Court, Niwot
\$1,380,000	Mipham J.T. and Tseyang Mukpo, 6897 Marshall Drive, Boulder
\$1,349,000	Wayne W. Simmons Living Trust, 10515 Mooring Road, Longmont
\$1,250,000	Herbert F. Abbott, 1036 White Hawk Ranch Drive, Boulder
\$1,250,000	Frances L. Morris, 7030 Indian Peaks Trail, Boulder
\$1,235,000	Jay L. Elowsky, 2943 5th St., Boulder
\$1,200,000	Steve Mark and Mary Lynn Bruny, 5740 Prospect Road, Longmont
\$1,200,000	Bruce Gamradt Revocable Trust, 7095 Rustic Trail, Boulder

Source: SKLD Information Services LLC - 303-695-3850

APARTMENT SHOPPING: A Boulder-based real estate investment company purchased a 90-unit apartment complex in Fort Collins near the campus of Colorado State University for \$5.45 million.

CD&CG LLC, owned by Charles Gower and Cheryl Dipanfo, bought the 35-year-old complex, Lake West Apartments at 914 Lake St., from Lake West Apartments LLLP, which also is based in Boulder.

Scott Reichenberg, Miles King and Neil Littmann of The Colorado Group Inc. represented the buyer. Stephen Rosen of Sierra Management Co. represented the seller.

David O'Brien with Terrix Financial Corp. and Erin Unsworth of FirstBank Holding Co., dba 1stBank, helped finance the deal.

LEASES

- The Orvis Co., a maker of fishing

and hunting gear and apparel, signed a lease for 2,864 square feet of retail space at 629B S. Broadway. Dave Dumeer with Golden Oak Development was the outside broker, Nate Litsey of W.W. Reynolds Cos. was the inside broker.

- Planetary Solutions Inc., a seller of environmental building materials, has leased 1,500 square feet of space at 3043 Walnut St. The outside broker was Angela Topel of Gibbons-White Inc. The inside broker was Nate Litsey of W.W. Reynolds Cos.

BROOMFIELD

CONSOLIDATING: Bolder Staffing Inc. is relocating its office to Broomfield's Interlocken office park and closing its locations in Boulder and Broomfield, company president Jackie Osborn said.

The company will move into a 3,300-square-foot space at 350

Interlocken Blvd. on Feb. 11. The company's 17 employees will be relocated from offices at 3303 30th St., Boulder, and 555 U.S. Highway 287, Broomfield.

Consolidation will be more efficient and help the company expand into the Denver market, Osborn said.

"We feel the Denver market could reach us more rapidly in that location," Osborn said.

LONGMONT

CONVERTERS MOVES: American Converters Inc., a manufacturer of foam products, is relocating its operation within Longmont.

The company, which specializes in making polyurethane, polyethylene, polypropylene and neoprene products for industrial manufacturers, has leased 36,633 square feet of industrial/warehouse space at 1510 Nelson Road.

The company is moving from its current location at 345 S. Francis St. Its headquarters is in Minneapolis, Minnesota.

Todd Witty of CB Richard Ellis and Nelson Miner of Prime Real Estate Services brokered the lease.

MICROSOFT BUYS LAND: Microsoft Corp. has purchased about 8 acres of land at the Clover Basin Business Park with plans to build a modular data center.

The facility will be across Disc Drive from Seagate Technologies. The business park is in southwest Longmont at the corner of Nelson Road and North 75th St.

The new facility is not expected to bring many jobs to the area, said John Cody, president of the Longmont

Area Economic Council.

A Microsoft spokesperson declined to comment. Calls to Western Property Advisors Inc., which manages the business park, were not returned.

LOUISVILLE

CLEAN-TECH STARTUP: A clean-tech startup has leased 1,861 square feet of office space in Louisville.

Phobos Energy Inc. has taken the space at 806 S. Public Road in Lafayette.

Phobos describes itself on its website as a "clean-tech company focusing on improving the efficiency, cost, and reliability of distributed electrical generation." The website said the company is "currently in stealth mode."

The company, which is incorporated in Delaware, is working with the Boulder Innovation Center to try to find a vice president of engineering and a senior power electronics engineer.

On the listing, it said the company "focused on power electronics and data monitoring for solar photovoltaic, or PV, power systems" and includes "ground-breaking technology developed at CU Boulder that increases the power output of PV systems while also making those systems dramatically easier to design and install."

Audrey Berne of The Colorado Group was the listing broker. Angela Topel of Gibbons-White Inc. was the selling broker.

Michael Davidson can be reached at 303-630-1943 or via e-mail at mdavidson@bcbr.com.

BLIPSNIPS from 17A

to support its expansion. BlipSnips has raised about \$500,000 in seed money from angel investors, and the company hopes to launch a Series A round of fundraising later this year, Bliss said.

BlipSnips will not rely on fees from users. The program will remain free to users, although in time premium options may be added, Bliss said.

The company does have ideas for how to generate revenue, although it has not settled on a model yet, Bliss said. Selling targeted advertising that lets companies display ads alongside videos and comments is one option. The software also could be licensed to corporate users that could create their own free standing videos.

The software also will generate data about what people are watching and discussing that could be sold to companies that want information about the latest Internet trends, Bliss said.

But before those will be viable funding options, BlipSnips will need to build a very large user base. To get users, BlipSnips is focused on

improving its product and using social marketing to extend its reach.

"Our ideal is to have sustainable growth. The strategy for us to do that is to build strong relationships with people who use the product or get others to use the product," BlipSnips community manager James Moreau said.

One relationship seems to be paying off. Executives with Facebook Inc. have met with BlipSnips and received product demos.

"They encouraged us to keep building," Bliss said. "It's a no-brainer that this is a thing that Facebook needs."

Facebook endorsed the concept in the media release that announced BlipSnip's Facebook application.

"People engage more with any type of content — including videos — when it's surfaced through people they know and trust. We're just starting to witness what's capable when products are designed to be social from the ground up," Facebook director of media partnerships Justin Osofsky said.

INCENTIVES from 3A

purchase price or lease value of the property. The commission is available after the businesses have been open for a minimum of 90 days.

The town allocated \$100,000 for the program in the 2011 budget.

"Brokers are very excited," Wilson said.

Because the finder's fee program went into effect Jan. 1, it is too early to know if it swayed anyone's actions, and no one has stepped forward to claim a fee, said Fred Diehl, assistant to the town administrator.

Erie also is offering "Erie Bucks," which Wilson characterized as a "buy local" campaign. Residents will be sent cards enclosed with their water bills that will let them receive a \$5 discount on a single purchase from participating businesses. The city will reimburse businesses for the discount.

The cards will go to approximately 6,500 households. The money for the program will come from \$50,000 the town set aside to support local businesses, Diehl said.

AWARDS

Boulder-based **Asia Transpacific Foundation** received first-place honors from the Educational Travel Conference's Responsible Tourism Committee in recognition of its Clean Water Initiative. First prize includes \$1,000 and acknowledgment at the ETC 2011 Conference, held in February. Asia Transpacific Foundation is the charitable arm of Asia Transpacific Journeys, a U.S.-based tour operator. The winning initiative pioneered the production of simple clay filters that are produced in Asia using clay, rice husks and kilns to eliminate bacteria in water supplies.

The **town of Lyons'** Main Street Project won two awards from the American Public Works Association Colorado Chapter. The town's Main Street Project won the annual association's award for Engineering/Construction Management in a Small Community, and the Project of the Year Award. The project began as a sewer and water line replacement project and became one of the largest municipal improvement projects the town of Lyons has undertaken.

Front Range Precast of Boulder was chosen by a panel of peers as a first-place finisher in the National Precast Concrete Association's annual Creative Use of Precast Awards. The award-winning product, designed by Front Range, holds the potential to revolutionize the way fire crews are able to fight rural fires. Typically, the goal of underground tank producers is to create watertight structures, but Front Range Precast turned that concept on its head for its Fire Foe product. Cast with holes distributed evenly around a 2,800-gallon tank, the Fire Foe allows water from a natural source such as a creek or river to naturally fill it. The tank helps firefighters who are able to hook up to a hydrant in urban settings to effectively fight fires when no municipal supply is available. As a result, crews can eliminate costly trips to and from the nearest water supply.

OPINION

EDITORIAL

Bank failures illustrate our frail economy

Failure of two local banks within a week of one another illustrates the continued threats to the Boulder Valley economy.

The Office of Thrift Supervision on Jan. 21 closed Denver-based United Western Bank, which operated branches in Boulder and Longmont and recorded assets of more than \$2 billion. The Federal Deposit Insurance Corp. was appointed as receiver, and First-Citizens Bank & Trust Co. of Raleigh, N.C., agreed to purchase the banks' assets.

A week later, the Colorado Division of Banking seized Louisville-based FirsTier Bank, which operated seven locations, including in Boulder and Broomfield counties, and recorded assets of \$781 million. The FDIC will oversee FirsTier's closure through a new entity, the Deposit Insurance Bank of Louisville.

Both failures stemmed from loan portfolios that had been hit hard by problems in real estate, and by a much more stringent regulatory environment that is forcing banks — rightly — to increase their equity or reduce their exposure in the real estate sector.

The failures are telling. The Boulder Valley has fared far better than most during the recent Great Recession, and during the slow recovery. But two sectors that have been hit the hardest have been brought to stark relief by the United Western and FirsTier failures: banking and real estate.

If foreclosures pick up pace this year and next, as many economists expect, banks will face significant pressure on their balance sheets. And no one seems to expect a rapid improvement in the real estate market, especially with foreclosures continuing and many banks unable to pick up the pace of lending.

The commercial real estate and construction sectors have also faced intense pressure, amid increasing vacancies and an inability to finance new projects, or refinance existing loans.

Bank woes are felt in the small-business sector as well, as the availability of credit has not met the demand of small businesses for operating or expansion capital.

United Western officials have complained that the bank's seizure was premature because the bank was close to raising the capital required to improve its balance sheet. That may be true. But one thing is clear: Until the banking and real estate sectors recover, our economy won't return to robust growth.



Mobile devices changing our world

Phones, tablets alter business, news delivery

If anyone doubted that mobile represents the future of the publishing industry — or at least a significant part of it — they had but to attend the recent Alliance of Area Business Publications winter conference in Puerto Vallarta.

I recently made that trip and, as I expected, encountered significant interest in all things mobile, and all things iPad. It really wasn't a surprise, as my fellow business-journal publishers have been trying to figure out mobile in much the same way we all wanted to figure out the Web 15 years ago.

The sense of urgency was palpable: Morgan Stanley analyst Mary Meeker says that the mobile Internet usage is increasing at a far faster pace than did the desktop Internet. In short, a mobile device is increasingly becoming the way that users receive their news.

Print media have been slow to respond to the trend, but we all need to catch up fast. American City Business Journals, which owns the Denver Business Journal and about 40 other biz pubs, recently launched iPhone apps for all its publications. Many smaller companies, including the Boulder County Business Report,

have apps in development.

BCBR recently launched its first iteration of a mobile-optimized website, providing our breaking news and articles from our print edition in a form more friendly to mobile devices.

How our content will translate to the iPad and other tablets is still to be determined. One thing readers will see in the near term is an iPad



PUBLISHER'S NOTEBOOK
Christopher Wood

app that will present our print content with a "page-turning" functionality. But that's only the beginning; a full-fledged iPad app is also on the drawing board.

But what about tablets as business tools? Can they really

replace laptop computers? One of my publisher friends went to a Chicago conference last fall with only his iPad, leaving his laptop at home. He came complete with a separate keyboard, eager to test whether it would serve the same purpose as a laptop.

This time around, he brought the laptop for work, while the iPad was used to show photos and videos to his friends.

In short, the iPad isn't yet there as a replacement for a laptop. I made this recent trip with only the iPad. Before leaving Colorado, I down-

loaded Pages, part of Apple's iWorks productivity suite. It was adequate for editing or creating any word-processing documents. In the future, I'll likely download Numbers (Apple's version of Microsoft Excel) and Key-note (like PowerPoint).

As I was going through airport security at Denver International Airport, a fellow traveler noticed my iPad and began lamenting its limitations in terms of it being a real tool for enterprises.

Among his complaints:

- Lack of ability to use jump drives.
- Lack of a camera for teleconferencing.
- Less compatible software (though that is changing).
- Keyboard issues. It's simply difficult to type on the iPad, although I have yet to try the external keyboard.

Fortunately, I suspect that many of these issues will be addressed in the next version of the iPad.

There's no doubt that mobile devices, whether they be smart phones such as iPhones, BlackBerrys or Droids, or tablet devices, such as the iPad, will continue to change how every business operates. For business publications, it's incumbent on publishers to figure it out soon, both in terms of using the tools and in delivering news to them.

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

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PUBLISHER
Christopher Wood.....cwood@bcbr.com

EDITOR
Doug Storum.....dstorum@bcbr.com

WRITERS
Michael Davidson...mdavidson@bcbr.com
Beth Potter.....bpotter@bcbr.com

RESEARCH DIRECTOR
Beth Edwards.....research@bcbr.com

PRODUCTION MANAGER
Dave Thompson ..dthompson@bcbr.com

ART DIRECTOR
Brittany Rauch.....brauch@bcbr.com

CARTOONIST
Ron Ruelle

SALES DIRECTOR
Kevin Loewen.....kloewen@bcbr.com

BUSINESS DEVELOPMENT DIRECTOR
Jason Henderson.....jhenderson@bcbr.com

SENIOR ACCOUNT EXECUTIVE
Kim Oremus.....koremus@bcbr.com

ACCOUNT EXECUTIVE
Marlena Rich.....mrich@bcbr.com

CONTROLLER
Cindy Nosko.....cnosko@bcbr.com

CIRCULATION MANAGER
Rhonda Doyle.....rdoyle@ncbr.com

CONTRIBUTING WRITERS
Keely Brown, Elizabeth Gold, Lyla D. Hamilton, Heather McWilliams

CONTRIBUTING PHOTOGRAPHERS
Jonathan Castner, Michael Myers

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BCBR names its Forty Under 40 class of 2011

BY BUSINESS REPORT STAFF

news@bcbr.com

BOULDER — Forty young businesspeople have been named to the Boulder County Business Report's Forty Under 40 class of 2011.

Members of the group are young emerging leaders under the age of 40 in the Boulder Valley. They will be recognized during a networking event Tuesday, Feb. 15, at the Boulder Theater, 2032 14th St. in Boulder.

The event is open to the public.

Honorees also will be profiled in a special section published in the Boulder County Business Report's Feb. 18 issue.

The group was selected by members of the Business Report's editorial staff from a field of 85 nominees.

"We were very impressed by the quality of the nominations and the caliber of the individuals nominated," said Christopher Wood, Business Report publisher, "The Boulder Valley is very fortunate to have these dynamic young professionals poised to assume leadership roles - and many who have already done so."

Members of the Forty Under 40 class of 2011 are:

Ingrid Alongi, 36, principal/senior software engineer, Quick Left Inc.; **Philip Anson**, 32, founder/chief operating officer/chef, Phil's Fresh Foods LLC, dba EVOL Foods; **Jennie Arbogash**, 37, executive director, Social Venture Partners Boulder County; **John Arnold**, 39, president, DAMA Sales & Marketing LLC, dba Aveta Marketing; **Rustin Banks**, 30, co-founder/chief executive, BlogFrog Inc.

Scott Brown, 39, founder/chief technology officer, Kronovia Inc. **Joe Buczkowski**, 36, president, chief executive, Trajan Capital, LeaseRunner.com; **Nicole DeBoom**, 38, founder, chief executive, Skirt Sports Inc.; **Paul DesRosiers**, 38, creative director, Vermilion Design Group LLC; **Jennifer Emich**, 36, co-executive director, Blissful Sisters.

Jessica Emich, 36, co-executive director, Blissful Sisters; **Jill Emich**, 36, co-executive director, Blissful Sisters; **Gretchen Fapore**, 39, senior vice president/business banking manager; **Helen Gemmill**, 33, chairwoman of the board of trustees, The Community Foundation Serving Boulder County; **Kyle Heckman**, 32, president, Flatirons Bank,

Curtis Hilty, 39, executive vice

president instruction and marketing/broker associate, Van Education Center/Hilty Real Estate; **Stephanie Iannone**, 39, owner/managing broker, Housing Helpers of Colorado LLC; **Darren Johnston**, 36, president, Unless Holding Group LLC, dba UHG Consulting; **Jeff Knobel**, 39, treasurer, Ball Corp.; **Beth Krodel**, 39, co-owner, Insight Designs Web Solutions LLC.

David Marks, 34, marketing manager, Caplan and Earnest LLC; **Timothy McMurray**, 36, operating partner, Mountain Sun Pub & Breweries; **Kevin Menzie**, 35, chief executive, Slice of Lime LLC; **Jay Millard**, 39, chief marketing officer, Amadeus Consulting Group Inc.; **Sarah Noe**, 23, social media and affiliate manager, TransFirst LLC.

Eric Olden, 38, chairman/chief executive, Symplified Inc.; **Eric Olson**, 32, general manager, The Active Network Inc., RegOnline Division; **Claire Pearson**, 35, senior manager, Clifton Gunderson LLP; **Molly Rector**, 35, vice president of marketing and product management, Spectra Logic Corp.; **Niel Robertson**, founder/chief executive, Trada Inc.

Amanda Rubino, 31, co-owner,

THE PARTY

The Boulder County Business Report's Forty Under 40 networking and awards party will be from 5:30 to 8 p.m., Tuesday, Feb. 15, at the Boulder Theater, 2032 14th St. in Boulder.

Tickets for the event are \$39 if purchased prior to Feb. 8, after that cost is \$49 each. Purchase tickets online at <http://www.regonline.com/Fortyunder402011>. For information on event sponsorships or the event in general, contact Kevin Loewen at 303-630-1945, or e-mail kloewen@bcbr.com.

Frisk Jewelry; **Jessica Rubino**, 25, co-owner, Frisk Jewelry; **Kelli Rucker**, 32, vice president community impact, Foothills United Way; **Isaac Saldana**, 31, co-founder/chief executive, Send-Grid Inc.; **Brad Schoenfeld**, 39, partner, Kendall Koenig & Oelsner PC.

Lee Shainis, 33, executive director, Intercambio de Comunidades; **Jeanine Snyder**, 34, financial adviser, Northwestern Mutual Financial Network; **Brendan Synnott**, 32, founder/chief executive, Revelry Brands LLC; **Brady Van Matre**, 36, owner/manager, Van Matre Construction LLC; **David Wolf**, 36, partner/chief investment officer/chief operating officer, BSW Wealth Partners Inc.

CALENDAR

February

4 The Mental Health Foundation Serving Boulder and Broomfield Counties is hosting **Beyond Blue, A Community Breakfast** from 7:30 to 9:30 a.m. at the Plaza Hotel, 1900 Ken Pratt Blvd. in Longmont. Susan Polis Schutz, co-founder of Blue Mountain Arts, poet, filmmaker and mother of U.S. Representative Jared Polis, will present her film, "The Misunderstood Epidemic: Depression." Admission is \$25 per person. For more information, visit www.mhpcolorado.org or www.namibouldercounty.org.

7 **Volk and Bell Benefits** presents a Health Savings Account Webinar from 10:30 to 11:30 a.m. at www.vbbenefits.com. For more information, contact Amy Essig at 303-776-3105 or aessig@vbbenefits.com.

The Boulder Chamber is hosting a **Leads Group** from noon to 1 p.m. at the chamber office, 2440 Pearl St. in Boulder. To join the group, contact Peggy Goehring at peggygoehring@aol.com or 720-280-1068.

The **DaVinci Institute** presents Generation Reinvention: How Boomers Are Changing the Future for Business from 6:30 to 9 p.m. at DaVinci Institute, 511 E. South Boulder Road in Louisville. For more information, contact Jan Wagner at 303-666-4133 or jan@davincinstitute.com.

8 The Longmont Area Chamber of Commerce is hosting 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, contact Shelley McLeod at 720-864-2878 or e-mail smcleod@longmontchamber.org.

36 **Communiting Solutions** is hosting its Steering Committee meeting from 7:30 to 9 a.m. at 1st Bank Center, 11450 Broomfield Lane in Broomfield. Topics include RTD staff short- and long-term funding recommendations for FasTracks and an RTD FasTracks panel discussion. For more information, contact Audrey DeBarros at 303-604-4383 or e-mail Audrey@36communitingsolutions.org.

9 The Colorado Solar Energy Industries Association is hosting **Solar Power Colorado**. The conference and expo will be from 7 a.m. to 5 p.m. each day at the Embassy Suites Loveland, John Q. Hammons Conference Center, 4705 Clydesdale Pkwy. in Loveland. Admission is \$100. For more information, call Melissa Munio at 303-333-7342 or visit www.coseia.org.

The **Business Women's Leadership Group** will be from 8 to 9:30 a.m. at A Spice of Life Event Center, 5706 Arapahoe in Boulder. Admission is \$25 for nonchamber members. R.S.V.P. by Feb. 8 by visiting

www.boulderchamber.com.

The Longmont Area Chamber of Commerce is hosting the networking group **Connections** from 8:30 to 9:30 a.m. at the Sun Rose Café, 379 Main St. in Longmont. Admission is free. For more information, e-mail smcleod@longmontchamber.org or call 720-864-2878.

The Superior Chamber of Commerce is hosting a **Leads Group** from noon to 1:15 p.m. at Summit Bank & Trust, 2002 E. Coalton Road in Broomfield. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

The **Boulder Small Business Development Center** is hosting Start-Up Essentials from 1 to 4:30 p.m. at the Boulder Chamber, 2440 Pearl St. in Boulder. Admission is \$35 for members and \$45 for nonmembers. For more information, www.bouldersbdc.com.

The Longmont Area Chamber of Commerce is hosting a **Small Business Leads Group** from 3 to 4:30 p.m. at the Dickens Tavern, 300 Main St. in Longmont. Admission is free. For more information, contact Shelley McLeod at 720-864-2878 or e-mail smcleod@longmontchamber.org.

The Louisville Chamber of Commerce is hosting a **Business After Hours** from 5 to 7 p.m. at the Courtyard by Marriott, 948 W. Dillon Road in Louisville. Admission is \$10. For more information, call 303-666-5747 or e-mail info@louisvillechamber.com.

The Superior Chamber of Commerce is hosting a **Business After Hours** from 5 to 7 p.m. at Mamacita D's, 1156 W. Dillon Road, Suite 4 in the Colony Square Plaza in Louisville. Admission is \$5 with an R.S.V.P. or \$10 at the door and for nonmembers. Please R.S.V.P. to the chamber at 303-554-0789 or info@superiorchamber.com.

10 The Longmont Area Chamber of Commerce is hosting **Lattes and Leads** from 8:15 to 9:30 a.m. at Jack's Corner Café and American Bistro, 600 S. Airport Road, Building A, Unit A in Longmont. Admission is free. For more information, e-mail smcleod@longmontchamber.org or call 720-864-2878.

The Boulder Chamber is hosting a **Leads Group** from noon to 1 p.m. at the chamber office, 2440 Pearl St. in Boulder. For more information, contact at bfrenz@wradvisors.com or 303-444-8800.

The Superior Chamber of Commerce is presenting **Superior Women in Business** from noon to 1:15 p.m. at the chamber office, 122 William St. in Superior. For more information, call 303-554-0789.

11 The Longmont Chamber of Commerce is hosting a **Business Before Hours** from 7:30

to 9 a.m. at OUR Center, 303 Atwood St. in Longmont. For more information, contact Jeff Simcock at 720-864-2872 or jeffsimcock@longmontchamber.org.

14 The Boulder Chamber is hosting a **Leads Group** from noon to 1 p.m. at the chamber office, 2440 Pearl St. in Boulder. To join the group, contact Peggy Goehring at peggygoehring@aol.com or 720-280-1068.

16 The Longmont Chamber of Commerce is hosting **Twist on Technology - Get Listed at the Top of Google Places** from 8 to 9:30 a.m. at the chamber office, 528 Main St. in Longmont. For more information, contact Jeff Simcock at 720-864-2872 or jeffsimcock@longmontchamber.org.

The Louisville Chamber of Commerce is hosting a **Business Success Series Workshop** from 11:45 a.m. to 1:15 p.m. at the Louisville Public Library, 951 Spruce St. in Louisville. For more information, call 303-666-5747 or e-mail info@louisvillechamber.com.

The Superior Chamber of Commerce is hosting a **Leads Group** from noon to 1:15 p.m. at Summit Bank & Trust, 2002 E. Coalton Road in Broomfield. For more information, call 303-554-0789 or e-mail info@superiorchamber.com. The Boulder Chamber is hosting a **Business After Hours** from 5:30 to 7 p.m. at the Hotel Boulderado. For details and registration, visit www.boulderchamber.com and click on events.

17 The Superior Chamber of Commerce is hosting **Small Business Owner's Mastermind** from 9 to 10 a.m. at the chamber office, 122 William St. in Superior. For more information, call 303-554-0789 or e-mail info@superiorchamber.com.

The Boulder Chamber is hosting a **Leads Group** from noon to 1 p.m. at the chamber office, 2440 Pearl St. in Boulder. For more information, contact at Rachel@movinginboulder.com or 303-541-1913.

18 **Digital Media Symposium**, a collaboration between the Boulder International Film Festival, Colorado's Creative Industries and the Boulder Convention & Visitor's Bureau, will be from 1 to 6 p.m. at the St. Julie Hotel and Spa, 900 Walnut St. in Boulder. Tickets for \$50 can be purchased at www.biff1.com or www.bouldertheater.com or by calling Boulder at 303-786-7030. For more information, visit www.dimeboulder.com.

21 The Boulder Chamber is hosting a **Leads Group** from noon to 1 p.m. at the chamber office, 2440 Pearl St. in Boulder. To join the group, contact Peggy Goehring at peggygoehring@aol.com or 720-280-1068.

NONPROFIT NETWORK

FUNDRAISERS

The **Women's Wilderness Institute** will hold its 9th annual Gear & Cheer fundraising event from 6 to 9 p.m., Wednesday, March 16, at the Dairy Center for the Arts in Boulder. The event benefits The Women's Wilderness Institute's Girls Wilderness Program. Gear & Cheer features live entertainment, local beer, wine and food-tasting, as well as an auction of outdoor gear, great local services and exciting trip packages. The Women's Wilderness Institute's goal is to raise \$40,000 from the event.

For more information, and to register for Gear & Cheer, visit www.womenswilderness.org.

GOOD DEEDS

Door to Door Organics in Lafayette is donating 10 percent of the proceeds from the sale of Valentine's Day items made by **Beautiful Sweets Organic Bakery** and **Seth Ellis Chocolatier** to the American Heart Association.

GRANTS

The Collins Foundation has awarded **CareConnect** a \$2,000 grant to support volunteer-powered programs for seniors and adults with disabilities in Boulder County. Funds from the Collins Foundation will provide for grocery delivery, minor home repairs and rides to medical appointments.

SCHOLARSHIPS

The **Longmont Community Foundation** announces the availability of the American Association of University Women branch scholarship. A \$1,000 scholarship will be awarded to a woman who meets all of the following: has completed a minimum of 30 college credit hours at the time of application; is currently working towards an undergraduate degree, graduate degree, or certificate at an accredited two-year or four-year college or university in the U.S. (full-time or part-time); is pursuing a career that promotes equity for women and girls, education, health, and or positive societal change; has a cumulative GPA of at least 3.0; has either graduated from a St. Vrain Valley School District high school or is a current resident of the St. Vrain Valley School District. The application can be found on the Longmont Community Foundation's website at www.LongmontFoundation.org. Complete applications must be received by 5 p.m. on April 7.

40 Under FORTY

YOU'RE INVITED

The Boulder County Business Report presents the annual Forty Under 40 event, recognizing the area's emerging young business leaders. These are the young people who are shaping the future of the Boulder Valley business community.

5:30 P.M. FEB. 15 BOULDER THEATER
\$39 early reservation through Feb. 8

Register online at:

www.regonline.com/fortyunder402011

Meet the Boulder County Business Report's class of 2011

Ingrid Alongi

principal/senior software engineer
Quick Left Inc.

Philip Anson

founder/chief operating officer/chef
Phil's Fresh Foods LLC
dba EVOL Foods

Jennie Arbogash

executive director
Social Venture Partners Boulder County

John Arnold

president
DAMA Sales & Marketing LLC
dba Aveta Marketing

Rustin Banks

co-founder/chief executive
BlogFrog Inc.

Scott Brown

founder/chief technology officer
Kronovia Inc.

Joe Buczkowski

president
chief executive
Trajan Capital
LeaseRunner.com

Nicole DeBoom

founder
chief executive
Skirt Sports Inc.

Paul DesRosiers

creative director
Vermilion Design Group LLC

Jennifer Emich

co-executive director
Blissful Sisters

Jessica Emich

co-executive director
Blissful Sisters

Jill Emich

co-executive director
Blissful Sisters

Gretchen Fapore

senior vice president/business banking manager

Helen Gemmill

chairwoman of the board of trustees
The Community Foundation
Serving Boulder County

Kyle Heckman

president
Flatirons Bank

Curtis Hilty

executive vice president
instruction and marketing/
broker associate
Van Education Center/Hilty
Real Estate

Stephanie Iannone

owner/managing broker
Housing Helpers
of Colorado LLC

Darren Johnston

president
Unless Holding Group LLC
dba UHG Consulting

Jeff Knobel

treasurer
Ball Corp.

Beth Krodel

co-owner
Insight Designs Web
Solutions LLC

David Marks

marketing manager
Caplan and Earnest LLC

Timothy McMurray

operating partner
Mountain Sun Pub & Breweries

Kevin Menzie

chief executive
Slice of Lime LLC

Jay Millard

chief marketing officer
Amadeus Consulting
Group Inc.

Sarah Noe

social media and affiliate manager
TransFirst LLC

Eric Olden

chairman/chief executive
Simplified Inc.

Eric Olson

general manager
The Active Network Inc.
RegOnline Division

Claire Pearson

senior manager
Clifton Gunderson LLP

Molly Rector

vice president of marketing
and product management
Spectra Logic Corp.

Niel Robertson

founder/chief executive
Trada Inc.

Amanda Rubino

co-owner
Frisk Jewelry

Jessica Rubino

co-owner
Frisk Jewelry

Kelli Rucker

vice president community impact
Foothills United Way

Isaac Saldana

co-founder/chief executive
SendGrid Inc.

Brad Schoenfeld

partner
Kendall Koenig & Oelsner PC

Lee Shainis

executive director
Intercambio de Comunidades

Jeanine Snyder

financial adviser
Northwestern Mutual Financial
Network

Brendan Synnott

founder/chief executive
Revelry Brands LLC

Brady Van Matre

owner/manager
Van Matre Construction LLC

David Wolf

partner/chief investment officer/chief operating officer
BSW Wealth Partners Inc.

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