Buyer could snare Spyder for up to $150 million

BY BETH POTTER
bpotter@bcbr.com

BOULDER — Ski clothing company Spyder Active Sports Inc. is reportedly being put up for sale for as much as $150 million, according to the New York Post newspaper.

Apax Partners, a New York-based private-equity firm, has retained Blackstone Group to look for a potential buyer for the company, according to the Post. Apax spokeswoman Georgiana Brunner said Monday, Aug. 13, that her firm “can’t comment on market speculation about our partners.”

A spokesperson at Boulder-based Spyder did not respond to a request for comment. A Blackstone Group representative also was not available for comment.

Apax acquired a controlling interest in Spyder in 2004 for about $100 million. At the time, founder David Jacobs told the Boulder County Business Report that he expected the company to grow to $85 million in revenue for that fiscal year. The for-

See Spyder, 31A

Dean hopes WhiteWave IPO yields $300 million

Company makes Silk, Horizon Organic lines

BY BETH POTTER
bpotter@bcbr.com

BROOMFIELD — Dean Foods Co. plans to raise up to $300 million by selling 20 percent of The WhiteWave Foods Co., distributor of Silk soy products and Horizon Organic milk, in an initial public offering.

Broomfield-based WhiteWave Foods will be listed on the New York Stock Exchange as WWAV, according to U.S. Securities and Exchange Commission documents filed Aug. 7. WhiteWave, listed as the WhiteWave-Alpro unit of Dallas-based Dean Foods (NYSE: DF), listed assets of more than $2 billion in the most recent quarter ended June 30, according to an SEC document. The

➤ See WhiteWave, 17A

Boulder County's Business Journal

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Green Summit
Conference blends business, environmental awareness

Sarah Van Pelt, environmental coordinator at Western Disposal Services Inc., speaks during the Boulder County Business Report's "Green Summit: Blending Business & The Environment," which drew 140 attendees to the Millennium Harvest House Boulder. Western Disposal was one of the Aug. 7 event's major sponsors. See story, 20A.

JONATHAN CASTNER
Rally Software acquires Agile Advantage

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 email each weekday. Just click on “Register for E-Newsletters” at www.BCBR.com.

BOULDER — Rally Software Development Corp. has acquired Agile Advantage Inc., a Seattle-based software development company, for an undisclosed price.

Rally, which is based in Boulder and employs 322 people, acquired Agile Advantage with the intent of adding the company’s cost-measurement and scheduling capabilities into the Rally Portfolio Manager system.

Rally’s expertise is creating tools that help software developers use “agile” development processes. Compared to traditional software development, agile is a more flexible, decentralized approach to development that is increasingly prominent in the industry.

Agile Advantage’s specialty is software and services that make the work of agile teams more understandable by business stakeholders, said Todd Olson, Rally’s vice president for product. Rally will incorporate Agile Advantage’s budgeting and cost-tracking tools into Portfolio Manager, which will help businesses “invest in the right thing,” he said.

Rally intends to build around the Agile Advantage team, which will remain located in Seattle, Olson said. Rally’s presence in Seattle will give the company a third location, along with its Boulder headquarters and a center in Raleigh, North Carolina.

Peter Letendre, former president and chief executive of Pier, was the company’s only employee, Varney said. Letendre will join the eight-member Cortex board and will serve as a consultant to Cortex, Varney said.


Bing Fund eyes startups

BOULDER — Bing Fund, an angel investment fund and incubator created by Microsoft Corp., has its eye on startups in Boulder.

Microsoft (Nasdaq: MSFT) launched the Bing Fund in July with the intent of investing in startups working on mobile and online technology. The fund intends to help a small number of entrepreneurs build their businesses by providing guidance and access to Microsoft’s resources, including executives.

Bing Fund announced Aug. 9 it has invested in two Seattle-area companies, but it has its eye on Boulder, according to Bing Fund’s general manager Rahul Sood.

Posted Aug. 10.

King buys Hajek Chevrolet

LONGMONT — King Auto Group has purchased Hajek Chevrolet and already is in the process of consolidating the two Longmont dealerships at 1415 Vista View Drive.
King Auto Group’s purchase of Hajek Chevrolet closed Aug. 9. King Auto Group owner and managing partner Rex King said. King is relocating its Buick and GMC franchise at 1800 Industrial Circle to Hajek’s location on Vista View Drive and will rebrand the new dealership as King Chevrolet Buick GMC.

Hajek Chevrolet opened in Longmont in 1951. King entered the Longmont market in 2005. The new operation will have about 65 employees.

The dealers signed an agreement in April, but it took several months to get all the approvals from General Motors Co. (NYSE: GM), King said.

Posted Aug. 10.

Mehle hired to promote Erie

ERIE — Paula Mehle started work Aug. 6 as Erie’s new economic development coordinator to work on recruitment of new retail businesses and other companies.

Mehle will make $75,000 annually. In addition to recruitment activities, Mehle is expected to build on the work of the town’s recently established urban renewal authority, according to a press statement.

Mehle most recently served in a similar economic development role in Brighton, where she was senior vice president/assistant director of the Brighton Economic Development Corp.

See BCBRdaily, 8A
Amgen to stop making Epogen in Longmont

Company not saying how change will affect workers in Boulder, Longmont

BY BETH POTTER
bpotter@bcbr.com

LONGMONT — Officials at Amgen Inc. told employees recently that the company will stop manufacturing the bulk substance for its anemia drug Epogen in 12 to 15 months.

Amgen has about 725 employees in its Boulder County facilities. About 478, or two-thirds, of them are based in Longmont, while about 247 work at the LakeCentre campus in Boulder. The company’s manufacturing personnel travel back and forth between the two sites, Kraus said.

None of the employees is being laid off at the current time, Kraus said. Local employees were told of the decision in June, she said.

Other employees who work at the Longmont campus in another building do not know if they will be affected by the change in Boulder County, Kraus said.

"Right now, we don’t have the answer, because there are a lot of things that need to be determined," Kraus said. “We continue to manufacture in Longmont and at our other facility in Boulder.”

The bulk substance — epoetin alfa intermediate — is made at a manufacturing facility on the Longmont campus, said Peggy Kraus, a local spokeswoman. Thousand Oaks, California-based Amgen (Nasdaq: AMGN) is not yet sure what impact the decision will have on employees, Kraus said.

"It’s a high-performance glider that soars far and fast and has its own motor so it doesn’t need a tow plane to launch it." — Marc Arnold, owner of Aerial Tribute

Marc Arnold, owner of Aerial Tribute, shows off his S10-VT sailplane at the Boulder Municipal Airport. “It’s a high-performance glider that soars far and fast,” he said, “and has its own motor so it doesn’t need a tow plane to launch it.”

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"Right now, we don’t have the answer, because there are a lot of things that need to be determined," Kraus said. “We continue to manufacture in Longmont and at our other facility in Boulder.”

"The particular glider we use is very meaningful to families." — Marc Arnold, owner of Aerial Tribute

Marc Arnold, owner of Boulder-based Aerial Tribute — a service that releases cremated remains into thermal columns of air above 14,000 feet — offers an option.

"The traditional way of aerial scattering is typically done through the opened window of a power plane, creating an invisible stream behind the aircraft," Arnold said.

In contrast, the release Aerial Tribute offers is silent and uses the same air currents that keep a sailplane floating. The result is that a portion of the ashes ascend into the upper atmosphere, where they can remain indefinitely.

"I’ve developed a technique to release ashes all at once, and that produces a puff," he said. “That puff comes back into view from the glider due to the small circles I fly in, so I can photograph it. The video footage is very meaningful to families.”

He describes the thermals he uses as naturally occurring columns of rapidly rising air in the stratosphere that cause some of the cremains to blend with dust particles and con
ing into jet streams. They can then float indefinitely in the atmosphere.

"The particular glider we use is not trivial — it has unique characteristics," Arnold said, adding that his Stemme S10-VT sailplane runs about $500,000 new.

"It’s a high-performance glider that soars far and fast and has its own

UQM’s power sends e-car on record run

Going long Down Under.

An electric car powered by Longmont-based UQM Technologies’ propulsion system set an unofficial world distance record for an all-electric car of 1,172 miles within a 24-hour period.

Australia-based EV Engineering’s all-electric Holden Commodore passenger car traveled back and forth between Port Melbourne and Geelong, Australia.

Eric Ridenour, president and chief executive of UQM, couldn’t be more pleased.

“We congratulate EV Engineering on this achievement and their efforts to demonstrate the capabilities and advantages of electric vehicles,” he said. “Achievements such as these further validate the efficiency of our PowerPhase Select electric propulsion systems.”

UQM Technologies’ PowerPhase Select electric propulsion system set an unofficial world distance record for an all-electric car. If successful, technologies used in the project could be considered for possible future mass production.

“While our achievement is not an official record, it’s a sound validation of our car’s capabilities,” EV Engineering CEO Ian McCleave said, “It’s a great feeling to see the electric car our team designed and developed in Australia beat the world EV distance record.”

A tip of the bicycle helmet to Celestial Seasonings.

About 750 riders raised more than $330,000 in support of local and national cancer organizations when they rode in the second annual Celestial Seasonings Bicycle Classic.

"It’s a great feeling to see the electric car our team designed and developed in Australia beat the world EV distance record.” — Eric Ridenour, president and chief executive of UQM

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"It’s a great feeling to see the electric car our team designed and developed in Australia beat the world EV distance record.” — Eric Ridenour, president and chief executive of UQM
SendGrid to open new Larimer Square office

Cloud-based platform boosts email reliability

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER - SendGrid Inc., a fast-growing Boulder-based startup, is opening a satellite office in Denver’s LoDo area as it continues its rapid expansion.

SendGrid is developing a cloud-based platform that helps web developers make sure emails reach clients and users, SendGrid chief executive Jim Franklin said. SendGrid has raised $27 million in venture capital since it emerged from TechStars Boulder in 2009, and has about 60,000 companies that are customers.

Among its users are LinkedIn, Foursquare, Tumblr and Pinterest.

The new office, which will be at 1451 Larimer St. in Denver’s trendy Larimer Square, will give SendGrid greater access to developers and employees who live in Denver and even Colorado Springs, Franklin said.

The space, which will be spread over two floors and can accommodate up to 105 employees, fits SendGrid’s need for more room while helping it retain parts of its corporate culture, according to Franklin.

The company considered locations in Broomfield, but decided the company and community were not the best fit.

“Being in downtown Boulder has been a large part of our success, but as we’ve grown, we need more space,” Franklin said. “We found a great space that feels like our Boulder office.”

SendGrid has about 100 employees, 99 of whom are based in Boulder, Franklin said. The company will continue to add employees to its office in Boulder while filling its office in Denver.

SendGrid has another large office in Anaheim, California, and the company has job openings in New York City, Berlin, Boston and London. SendGrid has hired about 50 people this year, and has openings for 42 more.

SendGrid’s success is based on solving a tough problem on which no one wants to spend time. Companies need to send information such as shipping receipts and registration information to clients by email, but the emails often get trapped in spam filters.

Companies and their developers need to figure out how to connect with users, but it is tedious work.

“Developers find it to be a pain, and it’s not sexy or interesting to work on,” Franklin said.

SendGrid’s cloud-based platform allows companies to outsource email deliverability, and a lot of them are taking advantage. According to SendGrid, it sends more than 4 billion emails per month.

SendGrid’s new office is 15,390 square feet, according to Chris Boston of Gibbons-White, who represented the company.

“The space consists of a few private offices and a very open and collaborative environment that is very good for SendGrid,” Boston said.

The property is part of the portfolio owned by Larimer Associates, Boston said. Darrin Revious of NAI Shames Makovsky represented the landlord.

Pinnacol Assurance and the Boulder Chamber: Partnering to meet your workers’ compensation needs.

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SendGrid finds it to be a pain, and it’s not sexy or interesting to work on. — Jim Franklin

Chief Executive, SendGrid Inc.

EYE from 3A

SendGrid's new Larimer Square office is expected to support the Boulder Chamber's workers’ compensation needs.

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

Pinnacol Assurance provides workers’ compensation insurance for the Boulder Chamber, and as such, helps the Chamber's members manage their workers’ compensation needs for years to come.

SendGrid has an office in Boulder, and has partnered with the Boulder Chamber to support its workers’ compensation needs.

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Startups hawk plans at TechStars Demo Day

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER — Your iPhone will be cuddlier, your house will get smarter and your next hotel suite will be cheaper and nicer if the entrepreneurs from the latest TechStars class hit it big.

Entrepreneurs from 11 startups had their moment in the spotlight Aug. 9, as they unveiled their plans to investors and the public at TechStars Boulder’s 2012 Demo Day.

This year featured a diverse lineup of companies looking to do everything from create smart toys to bring consignment shops into the 21st century.

Among the standouts is Ubooly. The company is making a wooly, orange stuffed animal that becomes “the world’s smartest toy” when an iPhone is inserted into it, co-founder and chief executive Carly Gloge said. Children and adults will be able to download games and educational material for Ubooly, and it should be on store shelves next spring, Gloge said.

The demo day was the culmination of the three months the entrepreneurs spent at TechStars. The entrepreneurs refined their business plans, met with potential investors and talked with mentors from Boulder’s bourgeoning entrepreneurial community.

More than 1,200 companies applied to take part in the startup accelerator, TechStars Boulder director Nicole Glaros said. More than 500 potential investors and members of community packed the Boulder Theater for the event.

Other companies participating in

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Cardiovascular Surgeon Randolph Kessler, MD
Health-insurance co-op set to start in 2013

If you don’t have health insurance, or you want to buy less expensive health-insurance coverage in the future, you’re sure to be affected by my first piece of news.

A new, nonprofit health-insurance co-op is slated to start working in Colorado in 2013. Customers are expected to be able to buy the new insurance from the co-op in 2013; their health-insurance plans will go into effect on Jan. 1, 2014.

The co-op — sponsored by the Denver-based nonprofit Rocky Mountain Farmers Union Foundation — recently received a loan for $69 million to operate from the U.S. Department of Health and Human Services.

Why is this new health-insurance co-op starting now?

Every person must have health insurance by 2014, under the new Patient Protection and Affordable Care Act passed by Congress in 2010. The new federal law also calls for every state to put together at least one nonprofit, co-op health-insurance provider.

Lindy Wallace, who formerly worked with the Boulder County Public Health program, is a volunteer at the new co-op, which is based in Denver.

“We’re very optimistic about this. It is consumer-owned and consumer-driven, so it’s not a company that makes piles of money,” Wallace said.

The co-op must become self-sufficient by paying back the loan within 15 years, Wallace said.

Program organizers hope to have 14,000 customers in 2013, Wallace said. An estimated 500,000 people in Colorado are uninsured.

The Rocky Mountain Farmers Union has 22 chapters across the state. Officers of the Adams/St. Vrain chapter live in Boulder, Lafayette and Longmont.

Potential customers will be able to ask questions at community gatherings hosted by those chapters in the future, Wallace said.

BCH accreditation

Boulder Community Hospital has earned accreditation from a national breast cancer program recognizing the quality of services it offers to breast cancer patients. While the Boulder Valley’s three other hospitals also offer breast cancer treatment, Boulder Community Hospital is the only accredited facility located north of Denver, according to a press statement.

More information about BCH breast services is available at www.bch.org/breastcancer.

Was that a sneeze?

Next – what your mother told you about remembering to cover your mouth when you sneeze or cough is magnified a hundred times when you’re an athlete in the Olympic Village.

So said Neal Henderson, sports science director at the Boulder Center for Sports Medicine, who coached Boulder cyclist Taylor Phinney and other local athletes at the London Olympic Games that just wrapped up on Sunday, Aug. 12.

Athletes at the Olympics carry alcohol-based hand cleaner 24/7, wiping down railings and other commonly touched items as often as they can, Henderson said.

“The radar on a high-performance athlete goes up. When they hear someone sneeze, they get out the hand cleaner,” Henderson said.

Gift cards for wellness

You can get merchant gift cards for participating in wellness assessments and coaching if you participate in a program offered by insurance provider United Healthcare of Colorado Inc. based in Denver.

Louisville customer intelligence company Market Force Information Inc. employees recently became involved with one of United Healthcare’s wellness programs.

About three-fourths of the company’s employees participated in the plan, or 27 out of 35 employees. They received gift cards for completing health assessments, for calling in to a telephone wellness coaching line and for going online to take advantage of other health coaching activities, according to United Healthcare statistics.

Of the employees who participated, 94 percent whose weight fell in the “at-risk” category said they planned to lose weight.

Of the smokers at the company, 100 percent said they planned to change their behavior and quit smoking. Maybe more surprising – workers in the 18- to 24-year-old category were the most likely to have total cholesterol levels that put them at risk.

And just 9.5 percent of the company’s employees were at risk for developing diabetes, while nearly 26 percent of working adults in the United States are now believed to be at risk.

United Healthcare covers about 600,000 workers across Colorado. It is one of the companies of UnitedHealth Group (NYSE: UNH).

Beth Potter can be reached at 303-630-1944 or via email at bpotter@bcbr.com.

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Fred Diehl, assistant to the town administrator, also previously worked on economic development activities for the town. Because of increased development interest in Erie, it made sense to hire a full-time person to do the job, Diehl said. Diehl reports to Mehle, who in turn reports to the town’s elected board. Posted Aug. 9.

Eatery gives to local charity
WESTMINSTER — The husband-and-wife owners of a new organic-foods restaurant said they will donate 10 percent of the eatery’s first 17 days of proceeds to the Boulder chapter of the March of Dimes.

Chefs Daniel and Kristen Cofrades co-founded DK Concepts Inc. in January and opened Early Bird restaurant at 11940 Bradburn Blvd, Suite 400, Westminster, on Wednesday, Aug. 15. One-tenth of proceeds from the grand opening through Friday, Aug. 31, will go to the Boulder charity. The name “Early Bird” is a tribute to the Cofrades’ daughter, Isabel, who was born prematurely at 33 weeks.

According to a press statement, the restaurant uses organic, sustainable ingredients and support local farms for its breakfast, brunch, and lunch fare. Posted Aug. 7.

Dream Chaser means jobs
LOUISVILLE — Several dozen workers will be hired to work on the Dream Chaser space vehicle at Sierra Nevada Corp.’s Space Systems division in Boulder after NASA said it would award $212.5 million to the program.

Design, engineering and assembly of the Dream Chaser is being done in Colorado, where Sierra Nevada expects “to increase employment significantly” in the coming days, said Mark Sirangelo, head of the division and corporate vice president of parent company Sierra Nevada Corp. in Sparks, Nevada.

Sierra Nevada also plans to hire people in Florida, where the human space-flight vehicle is expected to launch from John F. Kennedy Space Center in 2016, Sirangelo said. “Hundreds of people” will be added to the program in the coming years in Colorado, Florida and at partner company locations around the country, Sirangelo said. Posted Aug. 3.

Developer lauds vote delay
BOULDER — The decision by the city of Boulder Planning Board to postpone a vote on plans to redevelop the buildings that formerly housed the Boulder Daily Camera newspaper will result in a more architecturally and economically appealing project, according to the developer.

Karlin Real Estate LLP has plans to redevelop 1048 Pearl St. and 1026 Walnut St. into two buildings totaling 159,250 square feet that will incorporate Class A offices, shops and a six-screen movie theater. The plan for the project went before the Planning Board Aug. 2. Karlin was hoping it would be approved, but ultimately agreed to delay a vote until Sept. 13.

Ultimately, the six-week delay will lead to a better project, said Vicky Canto, the Karlin executive overseeing the project.

Postponing the vote will benefit the project and Karlin, Canto said. Instead of having to figure out how to make the building work within strictures that were developed on the fly, she said, Karlin can work with its architects to change the building in a practical and architecturally pleasing way and can review its financial assumptions to maximize the project’s value. Posted Aug. 3.

Hazel’s flips solar switch
BOULDER — Hazel’s Beverage World flipped the switch Aug. 7 on a solar-energy system at the new liquor store at 1955 28th St. in Boulder that opened in late June.

The 99.8 kilowatt photovoltaic solar-energy system is mounted on the roof and a solar awning is positioned on the south side of the building.

The system, which was engineered and installed by Boulder-based Namaste Solar Electric Inc., is expected to provide between one-quarter and one-half of the electricity needed to operate the 35,000-square-foot store. That’s an estimated production of 137,870 kilowatt hours of electricity per year.

Hazel’s is paying for the system, at a cost of more than $350,000, with private funds raised from its local investors. Posted Aug. 3.

H&M opening at Flatron
BROOMFIELD — Swedish clothing retailer Hennes & Mauritz H&M AB will open an 18,000-square-foot store at FlatIron Crossing Mall at noon on Thursday, Aug. 23.

The new store will sell clothing, accessories, maternity and lingerie, and sports apparel for men, women and children. H&M plans for a new store in the Cherry Creek shopping district of Denver. An H&M store in the Denver Pavilions in downtown Denver opened in November. Posted Aug. 3.

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Company_________________________ Zip_________________________ Telephone_________________________
City_________________________ Web Site_________________________
Company contact phone and e-mail_________________________ CEO_________________________
Describe the product or service in detail**
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_________________________________________________________
What is the primary market, and who are the major competitors?
_________________________________________________________
_________________________________________________________
Key people involved in the development
Source of financing_________________________
2011 revenue from product or service_________________________
Name of nominator_________________________
Telephone_________________________ E-mail_________________________

*Nominated companies must be based in Boulder or Broomfield counties or in the Denver/Boulder corridor. **Companies may send additional product or service materials (including brochure, video or product sample), as well as longer market description, with nomination.

Return the nomination form to: Doug Storum, the Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338

e-mail to news@bcbr.com, or fax at 303-440-8954.
If you have any questions, please call the Business Report at 303-440-4950.

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Mobile payment app Square deal for retailers

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER — Consumers are going cashless. Shouldn’t retailers, too?

The owners of small boutiques, restaurants, food trucks and even stalls at farmers’ markets are facing that quandary. Carrying paper money is a thing of the past for a growing number of customers, but accommodating them requires that businesses accept credit and debit cards.

Typically, that means getting a point-of-sale terminal from a company such as VeriFone or NCR and having to deal with the assorted costs and swipe fees from a credit card company. But new apps and devices for mobile phones are changing that.

The platform emerging as one of the most popular with Boulder-area businesses is called Square, which is developed by San Francisco-based Square Inc.

Square’s most visible product is the Square Card Reader, a small device that enables iPhones, iPads and Android devices to accept credit cards.

As the name suggests, the device is a plastic square about the size of a key chain. It works by plugging it in to the headphone jack of a tablet or smartphone. Paired with Square’s app, it allows anyone to run credit cards within minutes of installation.

Square’s little readers are becoming prominent around Boulder, particularly around farmers’ markets, said Matt Aboussie, owner of Wild Alaska Salmon LLC. His company sells wild-caught salmon online, to retailers including Alfalfa’s and at farmers’ markets.

Aboussie needs a mobile payment platform to sell to walk-up customers, and it also helps to be able to take credit cards when doing deliveries. He tried other systems, but they were buggy and the fees were “completely outrageous.”

He switched to Square and hasn’t looked back. “It’s a must have for me. It’s super polished and smooth to operate,” Aboussie said. “My employees can just log in and start running cards.”

With a Square Card Reader, a clerk types in the amount to be charged on the device’s touchscreen. The purchaser uses his or her finger to “sign” the virtual receipt on the screen, and the app can send a real receipt by email.

Square is carving out a niche, in part because the company gives away readers. Square makes its money by charging 2.75 percent per swipe and can be used with Visa, MasterCard, American Express and Discover.

The low cost is making a difference, said Shannon Aten, owner of the Tasterie Truck, a food truck that sells pastries and desserts.

“I honestly think it’s changed the way food trucks or mobile businesses can do business. The old systems were chunky and expensive and not practical for our purposes,” Aten said. “It makes us more profitable, honestly.”

About 1,000 Boulder-area businesses use Square, according to spokeswoman Lindsay Wiese. Boulder is one of the company’s best markets, coming in the top five in the country on a per capita basis, Wiese said.

Square has emerged as the top name in mobile payments, in part because of the recent announcement that Starbucks will start using Square apps at its 7,000 stores this fall. But it won’t have the field to itself.

Google and Microsoft are developing payment systems, and VeriFone and NCR have designed readers that can be added to smartphones and tablets.

Google and Microsoft are taking a different approach to mobile payments, developing mobile wallets that rely on the wireless capabilities of smartphones. In theory, they will allow consumers to get rid of “traditional” wallets.

They work by storing consumers’ credit card information and transmitting it to retailers using near field communication technology. NFC-enabled smartphones require retailers to install small receivers to get the signal from customers.

Google Wallet is out and can be used at retailers with the MasterCard PayPass system. Microsoft reportedly is launching its wallet this fall.
Primrose preps preschoolers for future academic success

BY HEATHER McWILLIAMS
newsm@bcbr.com

LAFAYETTE — Community and consistency come together at Primrose Schools, a chain of privately owned childhood education centers with about 240 locations across the nation.

The newest addition to the Primrose family in Colorado is located in Lafayette and offers a curriculum committed to planting seeds in young minds that grow into future academic success.

Primrose School of Lafayette, a franchise of Atlanta-based Primrose Schools Franchising Co., serves children ages 6 weeks to 5 years, with a current enrollment of 60 children. The center plans to expand to more than 200 students, Britney Gower said. Its mission is to help children achieve their potential through an age-appropriate curriculum designed to be age appropriate and focus on a child’s character development, too.

‘Today, with it being franchised and corporate backed, there is a lot of background and foundation,’ he said. ‘The curriculum has to be proven before it’s implemented.’

Chris Gower’s mother and father own two Primrose schools. Britney Gower became interested in Primrose while working with her mother-in-law after leaving a sales job in corporate America, she said.

Primrose School of Lafayette was opened in January. It opened in January.

‘It’s a different breed of child care,’ Gower said. ‘The focus is making sure every child hits their milestones and making sure they are at the right place for their age.’

Primrose was started 30 years ago by a mom searching for the kind of care she wanted for her own child. Chris Gower attended the first Primrose School in 1989 in Marietta, Georgia.

“It was actually a very different school then,” Chris Gower said. “The program was built around an educational approach called Balanced Learning. It’s a hands-on and balanced environment where we give children the tools to learn something, then give them freedom to learn on their own,” Gower said.

Rather than making learning entirely teacher-driven or solely allowing students to steer their own education, Primrose’s balanced approach incorporates both methods into the classroom, said Britney Gower. The program offers education across subjects, even for very young children, including math, science, Spanish, sign language for infants, art and music, as well as reading and writing. Lessons are designed to be age appropriate and focus on a child’s character development, too.

“Taking the SATs is the academic equivalent of running a marathon, and for my students, I am the coach, teacher, mentor and cheerleader all their own,” Gower said.

BOULDER — Blair Tyse has a goal of helping struggling students boost SAT scores.

The California transplant recently opened The Learning Center at 75 Manhattan Drive, Suite 304, in Boulder where she is offering a series of classes for struggling students.

Tyse said she can help students who want to score well on the SAT test, the most widely used college admission test; students who want to overcome test-taking anxiety and athletes who want to boost their grades and test scores for NCAA eligibility.

Tyse started tutoring students to succeed at the SATs in 1994 when she founded Minds In Motion, a company she founded in the Bay Area of Northern California.

Since then, she has tutored more than 1,500 high school juniors and seniors and helped her students improve their scores by an average of 350 points. According to Tyse, building confidence in her students is the secret of her success.

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N/A: Not available.
Robertson promoted to head of school at campus in Boulder

BY VALERIE GLEATON
news@bcbr.com

BOULDER — The mission of the Mackintosh Academy boils down to two words: gifted and global.

Created to meet the special needs of gifted children while preparing them to thrive in a “rapidly globalizing world,” the campus in Boulder is an offshoot of the Mackintosh Academy in Littleton — Colorado’s oldest private school for gifted children.

Mackintosh is geared toward students who score within the top 5 percent in terms of IQ. The school’s curriculum includes science, math, reading, writing, social studies and humanities, Spanish, visual and performing arts, and physical education. The school focuses on inquiry-based learning that encourages students to explore their own questions and interests within a topic, letting them become partners in the education experience.

Children are able to learn at their own pace, which allows the school to accommodate a range of gifted students, including the “highly, exceptionally or profoundly gifted,” who score in the very highest percentiles, as well as what Mackintosh calls the “twice exceptional” — students who are gifted but have a learning disability.

Both campuses are also accredited International Baccalaureate World Schools, a distinction that reflects administrators’ commitment to instilling in students a respect for and curiosity about global cultures and world issues.

Now, only a year after opening, Mackintosh Academy is already undergoing some big changes.

The first is newly appointed head of school Eric Robertson, who joined the Mackintosh faculty in 2011. During the 2011-12 school year, Robertson taught second grade at Mackintosh, and he accepted the head of school post this May.

Robertson said he was drawn to Mackintosh because of the way the school approaches teaching gifted children, focusing on students’ social and emotional growth as well as on academic performance.

“We push strong academics, but we’re really trying to grow young people and global citizens, not just students,” Robertson said.

Another major development for the school is the purchase of its building and land. In January, Mackintosh bought the 23-acre site at 6717 South Boulder Road, which it had been renting during its first year of operation.

Since purchasing the land, Mackintosh has built a ropes course for team-building exercises, created a pumpkin patch for students to enjoy in the fall, and installed an outdoor classroom.

“It’s just a beautiful space in which to learn,” Robertson said.

Robertson said that the money for the purchase came primarily from...
"It’s a beautiful school with a great curriculum," she said. She values the shared materials for use in the classroom and outside. The standard curriculum allows teachers to focus on teaching rather than creating new lesson plans every night, Britney Gower said.

Age-appropriate playground equipment fosters gross motor development in children. Rotating, shared equipment such as sand and water tables or parachutes provide variety. Independence is encouraged by teachers and through peer-to-peer learning.

"It just warms my heart when I see the smile on one of my children’s faces when they have accomplished their task and I know I’ve done my job," Schmitt said. She teaches 3-year-olds and said she has a passion for such impressionable and interested students.

That kind of passion, positive communication and willingness to work the Primrose curriculum made Schmitt a good fit for the school, Britney Gower said. The school employs 18 teachers and plans to hire dozens more. Finding properly certified, committed and passionate educators isn’t always easy, she said, and they are currently searching for new hires.

Materials and curriculum are standard across all Primrose centers, maintaining a consistency that allows students to transfer from one Primrose school to another without the challenge of learning a new system.

"We’re not just one school doing it one way," Chris Gower said. "If you are a family who moves, and there is a Primrose in the neighborhood, the only thing that is going to change is the face of the teacher." Primrose believes in building community, too.

"It’s not just about the kids; it’s about the family and we want them to feel comfortable," Britney Gower said. That’s one of things that attract-
ated parent Amy Chase to Primrose of Lafayette. Her daughter, Violet, began attending when she was 4 months old and has been going ever since.

"I visited many, many child-care facilities," Chase said. "They had the strongest curriculum. They were one of the safest environments and a family-inspired environment." The teachers not only teach Violet, but also helped Chase with issues such as transitioning her daughter to new foods and assisting with Violet’s physical therapy needs.

Weekly child-care tuition at Primrose ranges from $200 to $330 per week, Gower said, but it’s a price that pays dividends in happy, school-ready children. Primrose is a decision Chase is glad she made.

"They are the warmest, most caring people and my daughter loves going.”

Major donations, but that the rest of the school’s operating budget is based on tuition fees. However, Mackin- tosh, which is a tax-exempt (3) nonprofit organization with no religious affiliation, does accept charitable donations for special purchases and to fund its financial aid programs.

Tuition at the Boulder campus is $15,655 per year for prekindergarten through fifth grade and $16,110 for sixth through eighth grades. The school offers several full and partial need-based scholarships, and Robert- son said that a little more than 10 per-
cent of the students at the campus in Boulder have some form of financial aid for the 2012-13 school year.

"Long term, our development committee is working to find funds for more scholarships," Robertson said. "We want our students to be at a place where they can thrive, regardless of how much their parents make."

The campus in Boulder has approximately 100 gifted children in grades K-8 enrolled for the fall, up from about 80 students at the end of the last school year.

That rising enrollment is indicative of why Mackintosh decided to open a campus in Boulder. After the Rocky Mountain School for the Gifted closed in 2009 — and the Boulder Valley School District denied an application to create a charter school for gifted children that December — administrators at Mackintosh’s campus in Littleton recognized that, despite interest from parents in gifted education options, Boulder’s more than 5,000 gifted students were being underserved. In fact, five Boulder families were driving their children more than 80 miles each day to attend school in Littleton.

Even with increased enrollment, Mackintosh only admits a fraction of Boulder’s gifted students. Right now capacity is capped (per Boulder County regulations) at around 120 students. Total capacity for the build-
ing is 155, but Mackintosh currently rents space to Hillside School, which provides specialized instruction for children with learning disabilities such as dyslexia.

But that doesn’t mean that Robert-
son and the rest of the faculty aren’t dedicated to helping gifted students outside of Mackintosh.

"We collaborate with other schools in the area, and our goal is always to figure out how to get this child to the school that’s right for them, whether that’s here or another private school or within the BVSD. When you see a child in the right school, it’s a great feeling."

Eric Robertson
HEAD OF SCHOOL, MACKINTOSH ACADEMY

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Robertson believes that the work they’re doing at Mackintosh is also an opportunity to help gifted children on a larger scale.

"At a time when everyone is looking for the Holy Grail in terms of best educational practices, the literature surrounding serving gifted students advises us to be open-minded and look at each student as an individual," Robertson explained.

"We’ll always be a small school, but we can help push the dialogue about giftedness further, so it can help children across the country."
Wanted: Site for slackline park

Company hopes Boulder will embrace sport

BY BETH POTTER
bpotter@bcbr.com

BOULDER — Emilio Torres is offering to install a free “slackline park” for Boulder residents. All he needs is a place to build it.

Boulder-based Canaima Outdoors Inc., doing business as Gibbon Slacklines Inc., has experienced a meteoric increase in sales and interest from across the United States during the past eight months, after athlete Andy Lewis did his moves on the tightrope-looking product during Madonna’s halftime show at the 2012 Super Bowl. The company has received 800 million media impressions since then, said Torres, vice president for sales and marketing at the company.

One seldom sees a slackline set up in Boulder, where the sport first started to take off, Torres said. Why not? A Boulder city ordinance bans the lines (or anything else for that matter, from hammocks to horse tie-ups) from being affixed to trees in public places.

Athletes who practice the sport first learn how to walk on the line, which is similar to a gymnastics balance beam but about half the width and flexible. Athletes do flips and other tricks on the lines.

In general, police officers and park rangers “try to educate people about the ordinance rather than issuing tickets for this violation,” said Sarah Huntley, a spokeswoman for the city. There is no record of any tickets being issued under this code citation in the past year, Huntley said.

A meeting between Torres and the city to discuss slacklining — including the possible new slackline park — was “productive and a good sharing of information,” said Liz Hanson, economic vitality coordinator for the city of Boulder.

Building a slackline park to practice the sport in Boulder could be a win-win for both the city and the company, Torres said.

Valmont Park – South might be a good place to consider Torres’ offer of a new slackline park, since the city expects to focus on new plans for the park in six months or so, said Jennifer Bray, a Boulder parks and recreation spokeswoman.

“We are absolutely open to talking with Gibbon Slacklines about moving this forward, (but) we want to make sure everyone’s concerns are taken care of first,” Bray said.

Valmont Park – South might be perfect venue the slackline park donation as well as a kick-off event. See Slackline, 18A

Outdoor expo move remains uncertain

BY BETH POTTER
bpotter@bcbr.com

DENVER — Denver officials are tight-lipped about details of the city’s plans to woo the twice-a-year Outdoor Retailer industry trade show away from Salt Lake City, where it’s currently held.

The show could be held at the 1-million-square-foot Colorado Convention Center, as well as at nearby venues such as the Pepsi Center and the National Western Stock Show complex, officials have said. Representatives from Visit Denver, a nonprofit trade group that runs on public and private funds, as well as the state Office of Economic Development and International Trade, made a recent pitch to representatives of the Outdoor Industry Association, the show’s host.

While Denver is a “cultural fit” for the Outdoor Retailer trade show, its convention center isn’t any bigger than Salt Lake City’s, said Frank Hugelmeyer, executive director of the Boulder-based Outdoor Industry Association, the show’s host.

“While Denver is a “cultural fit” for the Outdoor Retailer trade show, its convention center isn’t any bigger than Salt Lake City’s,” said Richard Grant, a Visit Denver spokesman. “We’ll come back with a proposal, but it’s not something we can discuss at this time.”

Outdoor Retailer brought an estimated $40 million and 43,000 visitors to Utah last year, according to industry reports. During the next decade, the show could mean $500 million to $700 million in economic impact to the state where it is held, Hugelmeyer said.

See Expo, 18A
New way to treat ‘down’ is ‘game-changer’

Local companies waging friendly marketing war for ‘improved’ products

BY BETH POTTER
bpotter@bcbr.com

BOULDER — There’s a friendly marketing war going on with new sleeping bag technology, with two companies in Boulder jumping into the thick of it at the Outdoor Retailer Summer Market trade show in Salt Lake City.

“Not to get into a pissing match, but we’d win that, too,” was the cheeky ad copy put out during the show by Sierra Designs, the brand owned by American Rec Products Inc. in Boulder. One ad featured a new DriDown trademarked sleeping bag. Another ad with the same copy featured a Sierra Designs down coat.

The down feather insulation in the sleeping bags is treated with a trademarked spray coating that keeps it dry and maintains more “loft” (fluffiness) than regular down, according to American Rec’s spokesman Scott Kaier. The bags are sold at Recreational Equipment Inc. stores around the country and on the store website rei.com for $259 to $299. Bags are sold locally at the Jax Mercantile Co. store in Lafayette, Kaier said.

“They’re friendly marketing wars,” said Shelley Dunbar, a founder of Sea to Summit. The company plans to have new sleeping bags made with the down in stores in the spring 2013 time frame, Dunbar said. The outdoor industry trade show typically unveils new products, styles and colors one year ahead of when the products are actually available to consumers.

“Of course, we do stuff to make our product better. We don’t understand what the fuss is,” Dunbar said. “By next spring, what’s available to the consumer is going to be fabulous.”

Other Boulder companies rolled out new clothing lines and colors at the Outdoor Retailer show held Aug. 1-4.

Women’s sports apparel company Skirt Sports Inc. in Boulder showed off new lines of running shorts and sports bras at the show. Triathlete and company founder Nicole DeBoom said she wants to go in a new direction with the new products, after about half of the company’s existing customers said they would be willing to buy shorts from Skirt Sports, too.

“We’re now trying to transcend the category of skirts and be a great leader in women’s clothing brand apparel. So we’re expanding our offering,” DeBoom said.

Women’s clothing company Iss, another one under the American Rec Products umbrella, rolled out a line of women’s outdoor exercise clothing at the show with colors inspired by Italy’s Amalfi Coast, Kaier said.

Sea to Summit rolled out light hiking packs and a new dry bag, which most often is used in rafting and other water sports, Dunbar said.

“We help make Velodreams a reality.

Building the Boulder Valley Velodrome has been a dream of Boneshaker, LLC for a long time. From the moment partners Frank Banta and Doug Emerson chose to build the Olympic caliber track in Erie, helping them bring their project to fruition has been our passion. From concept to completion the Town of Erie has worked with their team to keep this project on track. All of us at Erie Town Hall would like to thank Frank and Doug for the opportunity. We’ll see you at the Grand Opening!”
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<td>Designs, manufactures and distributes Polar Bottle, a Safe Plastic (upc 4), insulated sport water bottle and lifestyle bottles with patented Heat Twisp cap.</td>
<td>303-440-0338</td>
<td><a href="http://www.polarbottle.com">www.polarbottle.com</a></td>
<td><a href="mailto:sales@polarbottle.com">sales@polarbottle.com</a></td>
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<td>BABOLAT VS NORTH AMERICA INC.</td>
<td>45</td>
<td>U.S. operations for French manufacturer of tennis raquets, strings, accessories, and tennis shoes.</td>
<td>877-316-9435</td>
<td><a href="http://www.babolat.com">www.babolat.com</a></td>
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<td>SEA TO SUMMIT INC.</td>
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<td>303-449-8977</td>
<td><a href="http://www.seatssumm.com">www.seatssumm.com</a></td>
<td><a href="mailto:info@seatssumm.com">info@seatssumm.com</a></td>
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<td>ISLA AMERICA INC.</td>
<td>15</td>
<td>Manufacturers of outdoor footwear, apparel and hardwoods for climbing, mountaineering, mountain running, hiking and ski mountaineering.</td>
<td>303-443-0710</td>
<td><a href="http://www.sportiva.com">www.sportiva.com</a></td>
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<td>LAFUMA AMERICA INC.</td>
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<td><a href="mailto:glissonier@lafuma.com">glissonier@lafuma.com</a></td>
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<td>KIBOX KNITTING LLC</td>
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<td>Manufacturers and designs knit headwear and accessories for winter sports and boutique markets. Offered under the brands Sled and Nub.</td>
<td>303-485-7112</td>
<td><a href="http://www.sledsntubing.com">www.sledsntubing.com</a></td>
<td><a href="mailto:sales@sledsntubing.com">sales@sledsntubing.com</a></td>
<td>Scott Baker, owner, mill operations manager</td>
<td>1998</td>
</tr>
<tr>
<td>12</td>
<td>MONTBELL AMERICA INC.</td>
<td>12</td>
<td>Outdoor and mountaineering gear.</td>
<td>720-565-2800</td>
<td><a href="http://www.montbell.com">www.montbell.com</a></td>
<td>N/A</td>
<td>Inaas Tattas, president</td>
<td>2004</td>
</tr>
<tr>
<td>13</td>
<td>OPTIBIKE LLC</td>
<td>11</td>
<td>Custom-made, high-performance electric bikes.</td>
<td>303-443-0332</td>
<td><a href="http://www.optibike.com">www.optibike.com</a></td>
<td><a href="mailto:JimJ@optibike.com">JimJ@optibike.com</a></td>
<td>Jim Turner, president</td>
<td>1999</td>
</tr>
<tr>
<td>14</td>
<td>RAPIDPRO MANUFACTURING CORP.</td>
<td>11</td>
<td>Total product design, prototype parts, cast urethane parts, metal castings, tooling/injection molding and contract manufacturing. Pet products include design for Kong dog and cat chew toys, Aspen Pet Products and specialized dog collars.</td>
<td>970-535-0550</td>
<td><a href="http://www.rapidpro.com">www.rapidpro.com</a></td>
<td><a href="mailto:rapidpro@optibike.com">rapidpro@optibike.com</a></td>
<td>Ron A. Angstadt, president</td>
<td>2004</td>
</tr>
<tr>
<td>15</td>
<td>SPORTWAVE UNLIMITED INC.</td>
<td>11</td>
<td>Environmentally friendly and reusable canvas grocery totes; contract cutting and sewing, packaging and screen printing, manufacturer of custom bags for conferences, fundraisers, schools and business.</td>
<td>303-965-4122</td>
<td><a href="http://www.sportwave.com">www.sportwave.com</a></td>
<td><a href="mailto:sales@sportwave.com">sales@sportwave.com</a></td>
<td>Herb Reith, president</td>
<td>1989</td>
</tr>
<tr>
<td>16</td>
<td>CRESCENT MOON SNOWSHIRES INC.</td>
<td>9</td>
<td>Manufactures snowshoes, poles and accessories.</td>
<td>303-494-5506</td>
<td><a href="http://www.crescentmoonsnowshoes.com">www.crescentmoonsnowshoes.com</a></td>
<td><a href="mailto:jake@crenscentmoonsnowshoes.com">jake@crenscentmoonsnowshoes.com</a></td>
<td>Jake Thramen, president</td>
<td>1997</td>
</tr>
<tr>
<td>17</td>
<td>GREAT TRANGO HOLDINGS INC.</td>
<td>9</td>
<td>Manufacturers and wholesalers of climbing and mountaineering equipment; designers and wholesalers of women’s activewear.</td>
<td>800-860-3653</td>
<td><a href="http://www.trango.com">www.trango.com</a></td>
<td><a href="mailto:custservice@trango.com">custservice@trango.com</a></td>
<td>Angie O’Conell, Kitty Bradley, presidents</td>
<td>1991</td>
</tr>
<tr>
<td>18</td>
<td>SIDFACTOR</td>
<td>8</td>
<td>Product strategy and design firm. Develops technical and casual apparel, footwear, bags, packs and accessories for the outdoor/sports industry as well as consumer goods markets.</td>
<td>303-449-0323</td>
<td><a href="http://www.sidfactor.com">www.sidfactor.com</a></td>
<td><a href="mailto:eric@sidfactor.com">eric@sidfactor.com</a></td>
<td>Eric Lyon, principle, CEO</td>
<td>2002</td>
</tr>
<tr>
<td>19</td>
<td>B&amp;B</td>
<td>8</td>
<td>Fun, flattering and functional outdoor and lifestyle apparel for active, empowered women unwilling to compromise on quality and performance.</td>
<td>800-233-6283</td>
<td><a href="http://www.sitewomen.com">www.sitewomen.com</a></td>
<td><a href="mailto:friends@sitewomen.com">friends@sitewomen.com</a></td>
<td>Kelly Gardner, vice president</td>
<td>2009</td>
</tr>
<tr>
<td>20</td>
<td>RAB USA LLC</td>
<td>6</td>
<td>Manufacturer of lightweight alpinist clothing and sleeping wear for winter sports and boutique markets. Offered under the brands Dohm and Xob.</td>
<td>303-926-7228</td>
<td><a href="http://www.rabusa.com">www.rabusa.com</a></td>
<td><a href="mailto:usa-sales@papypak.com">usa-sales@papypak.com</a></td>
<td>Matt Gear, CEO</td>
<td>1981</td>
</tr>
<tr>
<td>21</td>
<td>ROCKY MOUNTAIN MOUNTAIN MOUNTAIN MOUNTAIN MOUNTAIN MOUNTAIN</td>
<td>6</td>
<td>Bicycle racks and snow sports racks.</td>
<td>303-402-0190</td>
<td><a href="http://www.rockymountain.com">www.rockymountain.com</a></td>
<td><a href="mailto:rl@rockymountain.com">rl@rockymountain.com</a></td>
<td>Noah Schum, shop manager</td>
<td>1993</td>
</tr>
<tr>
<td>22</td>
<td>APEX SPORTS GROUP</td>
<td>5</td>
<td>Manufactures ski boots.</td>
<td>303-530-3340</td>
<td><a href="http://www.apexsportsgroup.com">www.apexsportsgroup.com</a></td>
<td><a href="mailto:info@apexsportsgroup.com">info@apexsportsgroup.com</a></td>
<td>Denny Hanson, president</td>
<td>2006</td>
</tr>
<tr>
<td>23</td>
<td>ROCKY MOUNTAIN JENS INC.</td>
<td>5</td>
<td>Manufacturer of DuPont Teflon-S industrial finishes, primarily for firearm parts, injection molds and electronic assembly coatings. Also offers air-cured finishing for injection-molded assemblies.</td>
<td>303-676-8522</td>
<td><a href="http://www.bearcoat.com">www.bearcoat.com</a></td>
<td><a href="mailto:salesinfo@bearcoat.com">salesinfo@bearcoat.com</a></td>
<td>Robert Ford, president</td>
<td>1991</td>
</tr>
<tr>
<td>24</td>
<td>ECLOGIC DESIGNS INC.</td>
<td>4</td>
<td>Messenger bags, totes, personal and action sport accessories made from reclaimed/recycled materials. We also provide reclamation and upcycle services, sustainable product design and OEM/private label manufacturing.</td>
<td>303-258-1611</td>
<td><a href="http://www.ecologicdesigns.com">www.ecologicdesigns.com</a></td>
<td><a href="mailto:sales@ecologicdesigns.com">sales@ecologicdesigns.com</a></td>
<td>Davission Lewis, president, founder</td>
<td>2005</td>
</tr>
<tr>
<td>25</td>
<td>SEISSC SKE TEAM SKATE SYSTEMS INC.</td>
<td>4</td>
<td>High-performance longboard skateboards.</td>
<td>720-937-8948</td>
<td><a href="http://www.seisscikate.com">www.seisscikate.com</a></td>
<td><a href="mailto:info@seisscikate.com">info@seisscikate.com</a></td>
<td>Daniel Jan Gesmer, owner, president</td>
<td>1992</td>
</tr>
</tbody>
</table>

Source: Business Report Survey
event, Torres said. “We would love to hold an event in 2013 in our own backyard,” Torres said.

Torres estimates the company would donate as much as $15,000 in equipment and work to build the park. Gibbon was paid to build a similar park at Adventure Ridge, a Vail Resorts property on top of the mountain in Vail. Workers also are in the process of building a slackline park at Muscle Beach in Santa Monica, California, Torres said.

“Gibbon is known as a leader in the outdoor sports industry. (The city) should take that into consideration when considering these types of things,” Torres said. “The city made bike trails and paths. Slacklining is like that.”

While the company is privately held and does not release revenue numbers, it has expanded probably 400 percent to 500 percent since the Super Bowl, Torres said. The company started with 10 employees and now has 45, Torres said.

Gibbon sells items online to protect slacklines and trees, Torres said. The company website includes information about how to properly install the lines and where to install them.

“We love being in Boulder. We have an incredible slackline community,” Torres said. “We’re talking about this being an Olympic sport someday (so) we hope Boulder will embrace it.”

“Boulder is known as a leader in the outdoor sports industry. (The city) should take that into consideration when considering these types of things,” Torres said. “The city made bike trails and paths. Slacklining is like that.”

Emilio Torres
VICE PRESIDENT FOR SALES AND MARKETING, GIBBON SLACKLINES INC.

BRINGING THE ICONIC TRADE SHOW TO DENVER would draw more outdoor-industry companies and jobs to the state’s already strong tourism sector.

About 140,000 workers in Colorado are involved in the tourism sector.

“We have not and will not sit silently on threats to the nation’s recreation infrastructure,” states the letter, which is signed by Hugelmeyer.

“It is disappointing that Utah — a place that draws outdoor businesses and enthusiasts alike — has not had a collaborative policy relationship with the outdoor industry. We would like to see that change,” the letter states.

Utah wants to expand its “conference assets,” Herbert said Aug. 2 after meeting with Hugelmeyer during the Summer Market Outdoor Retailer trade show. The most recent show was held Aug. 1-4. About 40 Boulder companies attended the event.

“We found a lot of common ground with the Outdoor Industry Association over the convention’s future in Utah,” Herbert said in a written statement in response to an interview request.

“We may have some philosophical disagreements over public land management, but I am committed to hearing all sides of the issue,” Herbert said in the statement. “I am pleased the Outdoor Industry Association has agreed to be part of that process as we work out our differences.”

Visit Denver has a budget of about $16 million, which comes from its 1,200 members, sponsors and from collection of a 2.75 percent lodger’s tax in the city and county of Denver.

EXPO from 15A

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GAME-CHANGER from 16A

iPads and smart phones also were well received, Dunbar said.

Other Boulder companies included Backpacker’s Pantry in Boulder, maker of freeze-dried dinners and freeze-dried ice cream, and Canaima Outdoors Inc. doing business as Gibbon Slacklines. La Fuma America Inc., a French company that has its American headquarters in Lafayette, also attended, as did a host of other well-known local companies.

Advertised pricing

For local and national retailers, the “minimum advertised price,” or MAP, was a big discussion point at the show, said Chris Hazlitt, a partner at law firm Bryan Cave HRO LLP’s office in Boulder and a Boulder Economic Council member who attended the show.

Companies such as Nite Ize Inc. in Boulder are discussing hiring people to police the minimum advertised price online, Hazlitt said. What that means, essentially, is that manufacturers will police their distributors’ prices online to make sure they’re not offering products for prices cheaper than the minimum advertised prices, Hazlitt said.

“If one person breaks (the minimum advertised price), they get all the sales traffic, particularly on Amazon, because it’s easy to see what it’s selling for,” Hazlitt said. “It kills (specialty retail stores).”

The “minimum advertised price,” and corresponding Internet sales also are an issue at Sea to Summit, Dunbar said. Companies want to follow free trade protection laws, but they also don’t always have the manpower to police the online sales, Dunbar said.

“You really have to be diligent,” Dunbar said “You want your products to be considered exclusive and sought-after, and different and better and unique in the marketplace.”

No decisions were made at the trade show about how to handle “minimum advertised price,” or MAP, issues, Hazlitt said.

Economic vitality

About 40 companies in the Boulder Valley attended the show in Salt Lake City, said Clif Harald, executive director of the Boulder Economic Council. Harald and a contingent of Boulder representatives met with virtually every Boulder company at the trade show to thank them for being located in Boulder.

“We would love to hold an event in Denver,” said Chris Hazlitt, a partner at law firm Bryan Cave HRO LLP’s office in Boulder and a Boulder Economic Council member who attended the show.

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Outdoor industry companies bring in valuable economic vitality to Boulder and the region, said Harald. While there are no formal economic statistics about the industry’s impact here, many companies grew during the current recession, Harald said.

The Outdoor Industry Association, a more than 4,000-member trade group, is based in Boulder. The association is the host of the Outdoor Retailer twice-yearly trade shows.
TechStars from 5A

TechStars Boulder’s class of 2012, their founders and their specialty:

**27 Perry**

**Co-founders:** Kelly James and Joanna Bergius

**Pitch:** Consignment stores are a great way to find distinctive clothes, home furnishings and antiques, but their business practices are out of date. Collectively, the consignment market “is a $13 billion industry that is entirely offline,” cofounder and CEO Kelly James said. 27 Perry is an online marketplace that curates unique items from select consignment stores.

**Birdbox**

**Co-founders:** Ben Nunez and Kevin Cawley

**Pitch:** Users of online photo and video storage sites have a common problem—pictures and movies are saved over different sites and devices, making “our most valuable possessions a completely scattered mess,” CEO Ben Nunez said.

Birdbox gathers those photos and videos and organizes them into “nests” which users can store and share. One key feature is users don’t have to move everything over to Birdbox—the app can sort and search across existing platforms like Flickr.

**DealAngel**

**Co-founders:** Roman Peskin, Bob Rogers and Oleg Zaidnek

**Pitch:** A team of hospitality industry veterans is creating an application that turns the tables on hotels. Current hotel deal sites can compare prices, but they don’t consider the quality of the room or the deal, according to Bob Rogers.

DealAngel’s price analytics software finds rates and ranks deals considering price, amenities and historic prices. That way users paying $200 for a room know if they’re getting a 5 percent or 50 percent discount.

**DigitalOcean**

**Co-founders:** Ben and Moisey Uretsky, Jeff Carr and Alec Hartman

**Pitch:** Migrating to virtual servers can be a daunting task for companies or entrepreneurs, but most cloud hosting services are geared and priced for large companies, CEO Ben Uretsky said.

DigitalOcean’s cloud service offers a simple interface, affordable, easy-to-understand rates and is geared to small- and medium-sized businesses.

**PivotDesk**

**Co-founders:** David Mandell, Kelly Taylor and Jason Lewis

**Pitch:** Home automation—creating a system that can change the thermostat, turn on lights and unlock doors—is expensive. Mobihug is making it cheaper by creating a single box, or gateway, that connects to wireless-enabled alarms, thermostats and lights. Homeowners can control those devices using an app on their smartphones.

PivotDesk is an online platform that matches startups with extra office space with those that need room for employees. “Hosts” list their location and the amount of employees they can accommodate, while “guests” list their needs. PivotDesk helps them find each other and manages billing while cutting out brokers, landlords and lease negotiations. PivotDesk users in downtown Boulder already have found space for 400 workers, Mandell said.

**RollSale**

**Co-founders:** Brian Moore, Mike Nichols and Chris DeGroot

**Pitch:** People trying to sell their cars usually have two options—Craig’s List or selling to a dealer. RollSale will give them another choice by creating an online marketplace for used vehicles that connect sellers and dealerships. Sellers benefit from getting multiple bids from dealers, while dealers benefit by having ready access to a large inventory of vehicles and having lower transaction costs.

**Roximity**

**Co-founders:** Daniel Newman, Austin Gayer, Joe Mease, Dustin Candland and Thad McDowell

**Pitch:** Roximity is developing a platform that sends personalized ads and deals to consumers on their phone or car. Roximity can locate a user and know their purchasing history, which will enable it to better target ads to consumers. The company already has an agreement with Ford to incorporate it into their vehicles, CEO Daniel Newman said.

**SalesLoft**

**Co-founders:** Kyle Porter, Chris Beauregard, Jon Birdsong and Todd Wilson

**Pitch:** Sales representatives need up-to-the-minute information, but research is time consuming and takes attention away from closing deals. SalesLoft will provide users with industry news and also finds and ranks prospective clients. It also can alert users when clients and contacts change jobs.

**VerbalizeIt**

**Co-founders:** Ryan Frankel and Kunal Sarola

**Pitch:** VerbalizeIt is a mobile translation application that connects users with translators who are actual human beings. VerbalizeIt screens and approves translators. The service can be used to help negotiate business deals with international clients or help a traveller in a foreign country during an emergency.

WHITEWAVE from 1A

Dean Foods unit accounts for 40 percent of the parent company’s operating income.

Dean Foods did not say how many shares would be sold or at what price. The $300 million is a placeholder number that may change, according to information in SEC documents. Proceeds from the offering, as well as an $800 million to $925 million loan borrowed against WhiteWave Foods, will be used to pay down Dean’s debt.

At the same time, Dean Foods plans to keep 80 percent of WhiteWave’s common stock after the offering. Dean will distribute those shares to its investors at least 180 days after the offering, according to SEC documents.

The plan to file a WhiteWave public stock offering comes as natural and organic food sales are outpacing overall food and beverage industry sales, Dean Foods said.

WhiteWave’s coffee creamers and beverage sales continue to benefit from the overall growth of the food industry’s coffee and creamers sector, which was estimated to be $12 billion in the United States in 2011.

Steve Demos and Pat Calhoun co-founded WhiteWave in 1977 in Boulder. Silk Soymilk was launched in 1997. The company was sold to Dean Foods in 2002, and Demos left the company in 2005. In addition to Silk and Horizon Organic products, WhiteWave distributes International Delight creamer, some Land O’ Lakes dairy products and other products.

**PROCEEDS FROM THE OFFERING,**

as well as an $800 million to $925 million loan borrowed against WhiteWave Foods, will be used to pay down Dean’s debt.
Utility debate opens Green Summit

Sessions also focus on transit, saving energy

BUSINESS REPORT STAFF

BOULDER — Xcel Energy Inc. and Boulder businesses can agree on at least one thing as city officials study whether to form a municipal utility: Businesses need to speak up and make their voices heard.

Jerome Davis, Xcel Energy regional vice president and the executive in charge of community relations in Colorado, represented the company, while Heather Bailey, the city of Boulder's executive director of energy and open to the community, both businesses in Boulder use 70 percent of the energy provided by Xcel.

For all businesses, Bailey said, she plans to make herself available for them to "either vent or to provide ideas." Xcel Energy wants local businesses to keep a watchful eye on the city. "You need to demand accountability from the city. You need to ask questions, you need to participate, and you need to make sure the fringe does not override the mainstream," Davis said.

Davis reiterated Xcel Energy's belief that the city could best achieve its goals while remaining in the Xcel system.

— Michael Davidson

Firms improve power grids

Two local energy companies showed off new technology to make existing power grids work more efficiently at a Green Summit session on clean technology.

Hardware and computer software made by Power Tagging Technologies Inc. helps make the existing American power grid more efficient, according to Rick Bernheim, president and chief executive at the company based in Boulder. Software made by HOMER, or Hybrid Optimization Model for Electric Renewables Energy LLC, in Boulder measures energy used by microgrid power systems, said Peter Lilienthal, chief executive of the company.

Bernheim and Lilienthal spoke at the session, which was moderated by Christine Shapard, executive director of the Colorado Cleantech Industry Association.

"Clean tech" generally is the term used to describe any renewable-energy system. It also can be any new way to make traditional energy systems work more efficiently, Shapard said.

Sam Weaver, president and CEO of Cool Energy Inc., a Boulder waste-heat equipment maker, and Gary Horton, president of Western Disposal Services Inc., the trash, recycling and composting company, also spoke about their companies' renewable-energy initiatives.

Power Tagging offers "grad location awareness" software to help utility customers save energy and money, Bernheim said. Specifically, power is cheaper at off-peak times of use monitored by the software. Bernheim discussed specific ways to save energy, from using programmable thermostats on furnaces to installing switches on air conditioners that turn them off during peak use periods.

Rather than work on large power grids, HOMER Electric focuses on "microgrids," which can be as small as a generator used to power a store on a remote island, Lilienthal said. HOMER energy-modeling software customers can see whether the diesel generator or a renewable energy such as solar power might be cheaper in price, Lilienthal said. For example, an island government might use HOMER software to look at energy produced by wind turbines, batteries, biomass and diesel generators to see which one would cost least. The company has done work in nearly 200 nations, Lilienthal said.

"There are so many options and so much information. We build a piece of software that helps people sort things out," Lilienthal said. "What makes sense in this location isn't the same as another location."

Cool Energy is able to recover "waste heat" and turn it into other energy through equipment the company makes. The equipment can offer a payback period as short as one-and-a-half to two years, Weaver said. Customers pay about $15,000 for one of the "waste heat" pieces of equipment, Weaver said. "Waste heat" is generated in many industrial processes, he said.

"The challenge is, you have to buy the equipment up front," Weaver said, "but then you never have to fuel it."

Western Disposal is converting its fleet of trucks from regular gas to natural gas to cut air pollution and ultimately save money, Horton said. The switchover for the company’s 70-vehicle fleet is expected to be $2 million, Horton said. Separately, the company uses a sophisticated mapping system to help drivers drive the...
summit from 20a

tracks as efficiently as possible, which also saves money, Horton said.

— Beth Potter

FastTracks? Not so fast

There apparently is no light at the end of the tunnel when it comes to the projected 41-mile Northwest Rail line from Denver to Longmont that would have run through the Boulder Valley.

The projection that only 9,700 riders per day would get aboard the planned rail line, along with a doubling in cost and the fact that the Regional Transportation District already has spent all its FastTracks money on projects in and around Denver, has some saying the rail line won’t happen for at least 30 years, if at all.

John Tayer, an RTD board member representing District O; Matt Applebaum, mayor of Boulder; and George Gerstle, transportation director for Boulder County, participated in a Green Summit panel discussion, “SlowTracks: Is Boulder on a light-rail fast track to nowhere?”

Tayer said the cost to build the rail line using tracks owned by the Burlington Northern Santa Fe Railroad jumped from an estimated $894.6 million in 2011 to $1.7 billion today. Even if the line were built, Tayer said, trains along the line would run only every half-hour during peak hours and at one-hour intervals during off peak times.

Voters along the U.S. Highway 36 corridor and all the way to Longmont were asked to back the building of the rail line by passing a tax, but that was before the full cost was understood.

Tayer said RTD has spent all its money on projects in and around Denver. He said currently 81 miles of rail line, including the West Rail Line in Lakewood, have been built. He said the build-out of Denver Union Station is 63 percent complete. Work is under way on routes from downtown Denver to Arvada and to Denver International Airport, along with connections to Interstate 225 and construction of express lanes along U.S. 36 toward — but not to — Boulder.

That has raised the ire of officials in Longmont and Louisville, who made their discontent heard in an Aug. 6 joint meeting of the two cities’ councils.

“It’s a fine line between being a regional player and taken for a chump,” Gerstle said Tuesday at the summit.

Applebaum of Boulder doesn’t hold out any hope for a rail line.

“If you are under 30, maybe. The rest of you? You don’t stand a chance,” he told the 25 people attending the panel discussion moderated by Cliff Harald, executive director of the Boulder Economic Council.

“I’m annoyed that there is no plan in place for BRT (bus rapid transit), since rail is decades away,” Applebaum said.

The sprawling nature of cities in the Boulder Valley, along with low projections for ridership on mass transit, is part of the problem. The future of mass transit in the Boulder Valley is unclear, and that is unsettling to Gerstle, who said the majority of people work in cities other than where they live. “It’s hard to get people to bus in East County cities,” he said.

Tayer said it’s time for RTD to regroup and try to solve the problem.

— Doug Storum

Firms hail rebates, incentives

Rebates and incentives through the EnergySmart program were hailed by representatives of area commercial ventures, who have made use of them to achieve dramatic energy savings and reductions in their use of resources.

Six area business leaders detailed their energy-saving measures during the summit’s “High Fives” session, during which representatives of the companies gave five-minute presentations on their successes in sustainability.

Shaun Oshman, founder and chief executive of information technology support company iSupportU LLC, described his venture’s move from a garage in a back alley to a 2,700-square-foot space at 1825 Pearl St. in Boulder. There was early resistance to replacing 100-watt incandescent lights with LEDs, he said, “because we had all pictured BMW blue light” — but his staff discovered that many colors were available and “we let them pick what color lighting they liked.”

iSupportU opened “the first and only satellite drop-off site for the Center for Hard to Recycle Materials,” or CHARM, Oshman said, and cooled its workspace with ceiling fans and evaporative coolers that saved on air-conditioning costs.

Dan Vonalt, president and CEO of Main Street Mat Co., took a more than 100-year-old building on South Main Street in Longmont and turned a laundry into a business that specialized in renting and cleaning floor mats for businesses.

“As an industry, a cleaners is a pollutant of the environment,” he said. “Clean sheets go back to the customer, but the dirt stays with the laundry” and goes into wastewater. Through developing a wastewater treatment and recycling system and using pH-balanced and citrus-based soap, Main Street Mat cut its water use in half, Vonalt said, ending up using a gallon per pound washed whereas most laundries use two to four gallons per pound.

His team converted a General Motors car engine into an electric motor with the help of rebates and tax credits. One of his eight new tenants wants to pay for its own solar array.

Similar savings were achieved at the 7,514-square-foot Whiterock Building, 1731 15th St., just off Boulder’s Pearl Street Mall. For general manager Stephanie Stolz of Longmont, the proof is in the numbers. The cost of the retrofitting project was $14,973, and $6,385 was returned in rebates, resulting in a total out-of-pocket cost of $8,589.

She estimated at current prices, the annual energy cost savings should be $2,452, meaning that the project will be paid for in about 3.5 years. A lighting upgrade alone resulted in a 43 percent energy savings, she said.

Solar energy was the key to savings at the Boulder Creek Quality Inn and Suites, where general manager Dana Sailer-Mielke helped convert the facility into the first solar-powered hotel in Boulder, using 112 roof-mounted panels. New LED lighting, dual-pane windows, dual-flush toilets and an energy-management system that turns off heating and cooling when a guest leaves a room were part of the improvements.

Brian Schaeffer, shift brewer and efficiency lead at Longmont-based Oskar Blues Brewery LLC, described the beermaker’s pioneering idea to package craft beer in totally recyclable aluminum cans, as well as its energy-saving air compressors. The company runs a sustainable farm that produces...
hay and beef cattle and uses spent grain from the brewery to feed them, he said.

Panel moderator Pam Milmo, air quality and business sustainability coordinator for Boulder County, reminded those attending the session that an energy-loan program was to begin the next day as part of a joint venture of the county and Elevations Credit Union. The reduced-cost loans for residential and business energy-saving upgrades are boosted by a Better Buildings grant from the U.S. Department of Energy, funded through the American Reinvestment and Recovery Act.

— Dallas Heltzell

**Awards delivered at summit**

**Eco Heroes**

To close out the Green Summit, the Boulder County Business Report presented a cocktail reception where it honored Eco Heroes of the Boulder Valley — individuals who are contributing to sustainable business services.

Awards were presented to: Shaun LaBarre, Center for ReSource Conservation; Julie Herman, Colorado Green Building Guild; Kai Abikia, Boulder Community Hospital; Elizabeth Train, Boulder B-cycle; Barry Bennett, Native Ecology Inc.; and Margaret Rogers, Populus Inc.

**Best of Green Building**

The Colorado Green Building Guild presented the Boulder Valley Best of Green Building Awards during the reception. The awards committee, led by Henry Mueller, owner of Henry Mueller Design Inc., looked at how nominees were trying to reduce their “carbon footprint,” not just the energy savings associated with the projects. The committee also looked at how recycled and re-used materials were used in projects.

Adaptive Reuse of Existing Building: eTown Colorado D.L.L.C., 1545 Spruce St., Boulder, for its “beautiful transformation of an existing landmark building.”

Educational Facility: Casey Middle School, 1301 High St., Boulder.

Health-care Facility: Aspen Meadow Veterinary Specialists PC, 104 S. Main St., Longmont, for a makeover of an existing building. It’s the first Partner for a Clean Environment, or PACE, certified veterinary hospital in Colorado.

Multiresidential Building: University of Colorado-Boulder’s Williams Village North building near the corner of 30th Street and Baseline Road in Boulder. The $46.5 million dormitory has received numerous other awards, including LEED, or Leadership in Energy and Environmental Design, platinum certification from the U.S. Green Building Council.

Cutting-Edge: Synergistic Building Technologies Inc., 1335 Deer Trail Road, Boulder, for its use of passive solar-collection strategies in its building.

Improvement on a Commercial Building: Ocean First Divers LLC, 3015 Bluff St., Boulder, for a “comprehensive approach to sustainability” in building design, operation and retail at its building.

Residential: The 1247 Scrub Oak residence, for having the most “easy to replicate” design for future projects.

Improvement on a Historic Building: The Colorado Chautauqua Association cabin renovations, 900 Baseline Road, Boulder, for extending the buildings’ life cycle.

Hospitality for a “Green” Hotel, Bed and Breakfast, Resort or Retreat: Goldminer Hotel, 601 Klon-dyke Ave., Eldora, for reducing energy consumption with a building retrofit while still preserving the same look and feel that the building had when it was built.

**Waste Diversion**

Western Disposal Services Inc. presented its Waste Diversion Awards during the luncheon at the summit.

Businesses honored for their success at reducing landfill waste by diverting materials and recycling were: IBM Corp., Boulder; Hotel Boulderado in Boulder; Lucile’s Creole Cafe in Boulder and Longmont; Georgia Boys BBQ, Longmont; Cake Top Publishing, Louisville; Planet Bluegrass, Lyons.
CU-Boulder research funds top $380 million

BY BETH POTTER
bpotter@bcbr.com

BOULDER - Professors and researchers at the University of Colorado-Boulder brought in $380.7 million in sponsored research funding for the 2011-12 fiscal year, a 6 percent increase from the previous year.

It was the highest amount of research funding ever to come to the campus in Boulder in a fiscal year, other than the record $494.4 million recorded in 2009-10. That year’s number was boosted by one-time federal stimulus dollars. In 2010-11, the sponsored research funding amount was $359.1 million.

“It was a pleasant surprise that we were able to garner so much funding again, and we’re well aware of what it means to the Boulder and the Colorado economy,” said Brian Levandowski, a research associate at the Business Research Division of the university’s Leeds School of Business.

CU-Boulder is the largest employer in the region, with about 7,250 full-time employees, Levandowski said.

Research funding locally in the most recent year included a five-year, $4.5 million grant from the National Science Foundation for a CU-Boulder team to do research to better understand electrical processes that connect the Earth with the atmosphere and with space, according to a university press statement.

Across the CU system, faculty received $815.3 million in sponsored research funding in fiscal year 2011-12. It was a rise of nearly $22 million from the previous fiscal year. The funds come from federal, state and local agencies for specific research projects, helping pay for research-related capital improvements, scientific equipment, travel and salaries for research and support staff and student assistantships, the press statement said. University officials cannot divert these dollars to fund non-research-related expenses such as utilities, compensation, student financial aid or grounds maintenance.

“The increase in this critical stream is an extremely positive reflection of academic and research advancement at CU,” CU President Bruce Benson said in the press statement.

CU’s Anschutz Medical Campus in Aurora garnered $407.3 million for the 2011-12 fiscal year. CU-Denver saw $22.3 million. CU’s Colorado Springs campus brought in more than $5 million.

Defined-benefit plan can boost retirement savings

If you are a self-employed entrepreneur and would like to jump-start your retirement savings, you should consider setting up a defined-benefit plan.

If the normal plan limits for a qualified individual Retirement Account, SEP/profit sharing or individual 401(k) are too low, the defined-benefit plan offers an option to contribute significantly more than the $55,500 limit for an individual 401(k).

These Internal Revenue Service-approved qualified retirement plans allow small-business owners, consultants or any person with significant self-employment income to make large annual contributions and accumulate as much as $1 million to $2 million in a five- to 10-year period.

The contributions are deductible and potentially can reduce income tax liability by $3,000 to $40,000 or more annually.

When you set up a defined-benefit plan, it promises a specific annual benefit in retirement. The annual benefit is a function of what percentage of compensation one can realistically contribute to the plan on an annual basis. The maximum annual benefit is $200,000 based on current regulations.

Each year, the business owner is required to contribute an amount that is sufficient to pay the annual benefit in the future based on actuarial assumptions used by the plan administrator. The annual contribution is based on a variety of factors such as current age, compensation and planned retirement age.

In general, the older the business owner is, the more he or she will have to contribute larger annual amounts because there are fewer years to contribute and accumulate enough to pay out the specific benefit. The larger contributions most likely will result in larger deductions on the tax return. Depending on the business structure, the type of eligible compensation used to calculate the annual contribution can differ. In most cases the planned retirement age is usually five years or more from when the plan is adopted. Finally, the assets in the plan can be invested in mutual funds, bonds, equities and other marketable securities. The strategy should be tilted toward low volatility to ensure consistent contributions.

Defined-benefit plans are best suited for individuals with self-employment income or small-business owners who are 40 and older, interested in contributing more than $50,000 for at least three to five years and earning at least $100,000 from self-employment income.

Self-employment income can be a result of the following types of situations, in which a person:

• Owns a business with five or fewer permanent employees including the owner.
• Is self employed as a primary means of earning a living.
• Has a second occupation in which he or she works for himself or herself.
• Is considered an independent contractor rather than an employee.
• Receives payments or royalties from patents, books, consulting, board-of-directors fees or speaking engagements.

Here are a few examples:

Dr. Charles, 52, is a radiologist who expects to have an annual W-2 Income of at least $450,000 from his medical practice until he retires in 10 years. He establishes a defined benefit plan to increase his retirement savings and reduce his tax liability. In addition, he also can contribute to a 401(k) to increase his tax savings.

Here is how it works for the radiologist:

• Annual defined-benefit plan contribution: $161,700.
• Annual defined-benefit tax deduction: $161,700.
• Annual contribution to 401(k): $37,500.
• Annual tax savings at 35 percent: $67,720.
• Projected accumulation in 10 years: $2.42 million. That assumes 10 years of funding, 5 percent to 7 percent return for the defined-benefit plan only, and excludes contribution to 401(k), which can be optional.

Robert J. Pyle, CFP, CFA, is president of Boulder-based Diversified Asset Management Inc., an investment adviser registered with the state of Colorado. This column reflects the writer’s views and is not a recommendation to buy or sell any investment. It does not constitute investment advice. Contact Pyle at 303-440-2906 or rpyle@diversifiedassetmanagement.com.

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Bruce Benson
President
University of Colorado
Bankruptcies

Boulder County
Chapter 7
James Bridges, 3270 Foya Pha Pl, Erie. Case #9021-25073. Filed 7/12/2012.

Chapter 13
Broomfield County
7/24/2012.

CASE #2012-25473, DATE FILED: 7/24/2012.

RACHEL LEONA HENDERSON, 965 W 6TH AVE, BROOMFIELD; FILED: 7/18/2012.

CASE #2012-25029, DATE FILED: 7/18/2012.

BLE STREET, BROOMFIELD; FILED: 7/25/2012.

CASE #2012-25636, DATE FILED: 7/25/2012.

ROCKSPRAY CT, LONGMONT; FILED: 7/20/2012.

1948 KENTMERE DR, LONGMONT.

Borrower: Zachary N Ratner, 1213 Crooked Creek Pl, Longmont. Lender: First Western Trust.

Deed has been issued.

due. Forclosures are not listed that are not on the deed.

Chapter 7

7/20/2012.

DEBTOR: MARCUS HUBBARD, 5164 SHERIDAN, BOULDER. LENDER: FIRST CITI- BAN

WORTH, CREDITOR: WAKEFIELD ASSOC INC. AMOUNT: $2590.36. CASE #D-10CV-000211. DATE: 7/7/2012.

Case #13
Charles A Heffern, PO Box 1521, Erie, Boulder County, 80515. Filed 7/7/2012.

Foreclosures

Includes notices of election and demand filed by cred- itors, but not filed until a Public Trustee's Deed has been issued. Foreclosures are not final until a Public Trustee's Deed has been issued.

State Tax Liens

Filings made for liquidation. Chapter 13 indicates filings that enable petitioners to pay off their debts over three to five years.

This information is obtained from SKD Information Services.

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OPENINGS
Children’s Hospital Colorado has opened The Children’s Hospital Colorado Therapy Care Center, a 20,000-square-foot facility at 8401 Anata Place, the state’s first neuroscience development in Broomfield. The center offers physical, occupational and speech therapy for children, as well as neurologic and psychiatric treatments. The center cost $12 million to outfit and will see more than 22,000 patients per year, according to Children’s Hospital.

Bob Bolak has opened Sandler Training in Boulder at 36 Pima Court, Boulder. Sandler Systems Inc., based in Owings Mills, Maryland, specializes in business development, sales, management and leadership coaching, consulting and training with more than 600 trainers in more than 200 offices in 25 countries. Bolak, as president and owner of Sandler Training in Boulder, has more than 25 years of business development and management experience.

Contact Sandler Training in Boulder at 303-959-7030.

Orlando-based uBreakiFix Retail Development Co., a repair company for iPhone, iPod, SmartPhone, tablets and computers, on July 18 opened a uBreakiFix repair location at 11530 Broomfield. Ralf Leopold, a franchise owner of the store, said that Boulder is a great spot for his business because of its high volume of tech-savvy consumers.


The Lafayette Peach Festival will be held from 9 a.m. to 4 p.m., Saturday, Aug. 18, along Public Road in Old Town Lafayette. Arts, crafts and entertainment, farmers’ market, fresh peaches, kids activities, face painting and balloon sculpting, live games and activities at merchant booths. A 28-foot-long snake will be on hand to celebrate the school’s 25th anniversary.

The city of Louisville will lead a Friedmanization designed to promote Boulder’s downtown. Friedmanization is a term coined by Boulder residents as part of the 13th annual Friedmanization celebration.

The Longmont Area Economic Council and their sponsors will present their 13th annual Community Appreciation Luncheon from 11:30 a.m. to 1 p.m. Wednesday, Aug. 22, at the Plaza Conference Center, 1650 Industrial Circle, Longmont. Cost is $40 per person or $280 for a table of eight. Reservations are due by Wednesday, Aug. 1 at 8a@longmont.org or 303-651-0128.

The Festival of Main will be held from 8 to 9 p.m., Friday, Aug. 24, in downtown Longmont. The downtown city is closed to vehicles during the event, giving attendees the opportunity to stroll up and down Main Street and experience food, live music, crafts and games at merchandize tables.

The city of Louisville will hold its 50th anniversary celebration beginning at 6 p.m., Saturday, Sept. 15, at the Omni Interlocken Resort, 500 Interlocken Blvd., Broomfield. Registration is open through Friday, Sept. 7, at omnihotelcolorado.com.

The 9th Annual Boulder Friddlefest will be held from 11 a.m. to 7 p.m., Sunday, Sept. 16, at Boulder Central Park. Celebration of LGBT culture, family-friendly entertainment, musical acts, ice cream and food vendors. More information and registration at aegiscorp.com/discover-2012.html.

The second annual Lafayette and La- fayette Business Showcase will be held from 4 to 7 p.m., Wednesday, Sept. 26, at The Gatehouse, 1055 S. 112th St., Lafayette. Exhibitor space is limited. Fees are $100 for a 6-foot table, $150 for a 8-foot table, or $75 for a 4-foot table, and online applications are available online at louisvillechamber.com, or one can be mailed by calling 303-366-5747.

Naturally Boulder, a nonprofit organization dedicated to promoting Boulder’s natural-products industry, will host its Annual Awards and Pitch Slam on Wednesday, Oct. 12. About 40 entrepreneurs will pitch their young companies to a panel of experts beginning at 5 p.m. at the Event Center at Rembrandt Yard, 1301 Spruce St., Boulder. The event then moves to Boulder Theater, 1040 14th St., Boulder, for cocktails, a natural and organic buffet, a ‘Year in Review’ showcase, presentation of awards and to crown Boulder’s Pitch Slam award winner. More information at naturallyboulderproducts.com/events/.
ARCHITECTURE, CONSTRUCTION

Lafayette-based Design Concepts Inc., a commercial and landscape architecture firm, hired Robyn Bartling as a landscape architect and project manager. Bartling previously worked at Marcus Bishop Design Denver. She has a bachelor's degree in landscape architecture from Colorado State University. The company also hired Carter Marshall as a landscape designer. Marshall previously was principal/landscape architect at Steline Design in Boulder, and worked for Belt Collins West in Boulder. He has a bachelor's degree in anthropology from the University of Colorado-Boulder and a dual master's degree in landscape architecture and urban design from the University of Colorado-Denver.

BANKING, FINANCE

Key Equipment Finance in Superior named John Miller as north central regional manager—municipal for its government finance division. Miller will be responsible for the origination of municipal, nonprofit and other tax-exempt obligations in a 10-state area that includes Colorado, Wyoming, Montana, North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa and Minnesota. Miller previously worked for GE Equipment Finance.

BIOSCIENCE

William S. Marshall, president and chief executive of Boulder-based miRagen Therapeutics Inc., joined the business advisory board of Boulder-based ArmeleDx LLC, a privately held biopharmaceutical company that develops proprietary therapeutic products. Marshall received a postdoctoral fellowship in chemistry in the laboratory of professor Marvin Caruthers at the University of Colorado-Boulder.

EDUCATION

Catherine Shea was named chief of staff for University of Colorado-Boulder’s chancellor Philip P. DiStefano. Shea previously served as senior associate counsel for technology transfer and research compliance for the CU system.

GOVERNMENT

Jeremy Ehhart has joined Boulder Housing Partners as director of portfolio operations. He is responsible for planning, preservation and sustainability of assets owned or operated by BHP, including nearly 2,000 households in five housing programs—one-third of the affordable housing owned by Boulder County. He also supervises implementation of BHP’s Moving to Work demonstration program. Ehhart previously was senior asset manager at Mercy Loan Fund, an affiliate of Mercy Housing.

Matthew Lepore, a Denver lawyer and former Colorado assistant attorney general, was named director of the Colorado Oil and Gas Conservation Commission. Lepore previously served as lead counsel for the commission and represents the agency on numerous matters, including environmental protection, permitting and regulatory enforcement. Lepore has also worked pro bono for private firms and specialized in natural resource and environmental law in a legal career spanning nearly 20 years.

HEALTH CARE

Dentist Michael Makotry joined KGA Studio Architects PC as director of dental for Delta Dental of Colorado. Okoji will oversee the 3,000 dental providers who partner with Delta Dental to care for more than a million members statewide. Okoji is a private practice dentist who is relocating from San Francisco to Denver. He has a master's degree in public health from University of California-Berkeley, and a master’s degree in business from UCLA Anderson School of Management.

Dr. Larry Walk, has been named chief executive of the Colorado Regional Health Information Organization, the state-designated health information exchange. Walk is founder and executive director of Rocky Mountain Youth Clinics, a position he has held as a volunteer for nearly 20 years and a clinical professor at the University of Colorado Health Sciences Center’s department of pediatrics. He previously served as president and CEO at Correctional Healthcare Companies and was former medical director of both Blue Cross/Blue Shield of Colorado and Prudential Healthcare of Colorado.

LAW

Alan C. Friedberg joined Boulder-based Berg Hill Greerleif & Ruscitti LLP as of counsel. Friedberg has been a trial lawyer for four decades and represented the company’s Air Pearl Thermal Equalizer fans to control the system using a wireless remote control. An Air Pearl fan can change the run time of heating systems by recirculating air in a building. FanCenter provides a wireless networked control over each individual fan in an Air Pearl system. It can be controlled remotely through a personal computer or Internet-enabled wireless device, such as a smartphone.

Airius LLC in Longmont has launched FanCenter Management, technology that allows owners of the company’s Air Pearl Thermal Equalizer fans to control the system using a wireless remote control. An Air Pearl fan can change the run time of heating systems by recirculating air in a building. FanCenter provides a wireless networked control over each individual fan in an Air Pearl system. It can be controlled remotely through a personal computer or Internet-enabled wireless device, such as a smartphone.

Subscription: "SUBSCRIBE TO THE BUSINESS REPORT" 303-440-4950 www.BCBR.com

ON THE JOB

Boulder County Care Connect. The nonprofit organization is celebrating 40 years of promoting the security, comfort and independence of seniors and adults with disabilities through volunteer-powered services. Visit careconnectbc.org for a list of participating restaurants.

The Longmont Legends awards will be presented from 4 to 7 p.m., Saturday, Oct. 6, at Left Hand Brewing, 1265 Bost- ton Ave., Longmont. Celebration will include barbecue, live music from the Deciders, a silent auction and drawings. Tickets will be available beginning Sept. 1 for $12 each, and proceeds will ben- efit Boulder County CareConnect. To reserve a Longmont local as a legend, visit careconnectbc.org. Categories in- clude Legendary Business, Legendary Community Personality, Legendary Volun- teer and Legendary Senior.

GOOD DEEDS

Members of Premier Members Fed- eral Credit Union donated $2,471.97 over the course of three weeks to ben- efit victims of the High Park Fire west of Fort Collins. The credit union’s leader- ship elected to donate $2,528.03, for a total donation of $5,000. Premier members will donate the funds to the American Red Cross through its af- filiation with Footloos United Way. The funds will benefit the Red Cross’ effort to help those affected by the fire, which burned more than 87,000 acres and 259 homes.

PRODUCT UPDATE

Broomfield-based eSoft Inc. has made hardware upgrades to its line of InstaGate network security appliances. For desktop models including the InstaGate 404 and InstaGate 404E, the hard drive has been upgraded to a solid-state disk drive. The InstaGate 806 and ThreatWall 650 product lines also has been updated from a 2U form factor to a 1U form factor, saving rack space and associated costs. The hardware specifications on both products remain the same.
For more information contact: Kenneth Hotard 303.442.3585 • khotard@barastaff.com Datasource: IRES-Information Real Estate Services
1900 9TH STREET: The office building at 1900 9th St. in downtown Boulder has sold for $7 million. 1900 9th Street Associates LLC purchased the 15,577-square-foot building from 901 Walnut Street LLC, according to Boulder County property records.

The building is occupied by the downtown Boulder branch of Great Western Bank and Maxim Financial Corp. The new owner declined to comment on the sale.

Lynda Gibbons and Angela Topel of Gibbons-White Inc. represented the buyer and seller. The building was built in 1999, records said.

STUDENT APARTMENTS: A 16-unit student housing complex near the University of Colorado-Boulder campus has sold for $3.54 million. The building, at 810 20th St., was purchased by Rubicon Twenty LLC, according to Boulder County records. 810 20th Street LLC sold the property.

The purchase is an investment in Boulder’s hot market for multifamily housing, Rubicon Twenty principal Rob Castellino said. “I think it’s a great location and in a solid building,” Castellino said. “Multifamily property in Boulder is relatively scarce. It was attractive to simply find something, and I thought the price fairly reflected its value.”

TRIBUTE

motor so it doesn’t need a tow plane to launch it.”

Since air current conditions need to be just right to create the kinds of updrafts that will carry ashes into higher atmospheres, it’s sometimes necessary to search for them rather than wait for them. With Arnold’s glider, the motor enables that search — sometimes traveling 100 to 150 miles to get the right conditions.

“We never release cremains over a city,” he added. “We hit high altitudes over the Rockies, if not over the Continental Divide.”

Another reason Arnold uses this model glider is because of its seating arrangement.

“Traditional gliders have a single seat or a front and a back seat,” he said. “This one has two seats side by side.”

Since he flies alone to release remains, he’s able to operate his scattering mechanism from the seat next to him.

Customers have options that range from $600 to $1,000. Full documentation on when and where an aerial service takes place is a standard. Other choices include customizing a video to include music the families and friends choose or recitation that is either prerecorded or delivered by Arnold at time of the release.

“We also invite family and friends to write prayers and thoughts on biodegradable rice paper we provide that is released with the ashes,” Arnold said.

According to property records, 810 20th St. was built in 1972. 810 20th St. purchased the building in December 2009 for $3 million.

BROOMFIELD

ARISTA CLINIC: Children’s Hospital Colorado opened the doors this week on its new therapy center in Broomfield.

The Children’s Hospital Colorado Therapy Care Center in Broomfield is a newly built 20,000-square-foot facility at 8401 Arista Place, in the Arista mixed-use development.

The center offers physical, occupational and speech therapy for children, as well as neurologic and psychiatric treatment. The center cost $1.2 million to outfit and will see more than 22,000 patient visits per year, according to Children’s Colorado. The center previously was in Westminster.

Urban Frontier LLC, a Denver-based development and investment company, owns the property, which cost about $3 million to build. Children’s Colorado has a 20-year lease for the property.

G.H. Phipps Construction Co. was the contractor.

WESTMINSTER

MARRIOTT BREAKS GROUND: Work has begun on a 212-room Marriott hotel in Westminster that is expected to open in fall 2013.

The Marriott Denver Westminster at 7000 Church Ranch Blvd. will overlook U.S. Highway 36. According to a release from White Lodging Services Corp., which will operate the hotel, the Marriott is the first full-service hotel to be built in the corridor in more than a decade.

The hotel will have a full-service restaurant and 12,000 square feet of meeting and conference space.

Denver-based Etkin-Johnson Group Inc. is partnering with White Lodging to build the hotel. The designer is PEVS Architects, an Atlanta-based firm.

Etkin-Johnson built the 164-room SpringHill Suites by Marriott at 6845 W. 103rd Ave., which is adjacent to the Marriott. The group has plans to build a 115-room Hyatt Place hotel in Westminster after the Marriott is completed.

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REAL ESTATE from 28A

The office building at 1900 9th St. in downtown Boulder has sold for $7 million. 1900 9th Street Associates LLC purchased the 15,577-square-foot building from 901 Walnut Street LLC, according to Boulder County property records.

The building is occupied by the downtown Boulder branch of Great Western Bank and Maxim Financial Corp. The new owner declined to comment on the sale.

Lynda Gibbons and Angela Topel of Gibbons-White Inc. represented the buyer and seller. The building was built in 1999, records said.

STUDENT APARTMENTS: A 16-unit student housing complex near the University of Colorado-Boulder campus has sold for $3.54 million. The building, at 810 20th St., was purchased by Rubicon Twenty LLC, according to Boulder County records. 810 20th Street LLC sold the property.

The purchase is an investment in Boulder’s hot market for multifamily housing, Rubicon Twenty principal Rob Castellino said. “I think it’s a great location and in a solid building,” Castellino said. “Multifamily property in Boulder is relatively scarce. It was attractive to simply find something, and I thought the price fairly reflected its value.”

TRIBUTE

motor so it doesn’t need a tow plane to launch it.”

Since air current conditions need to be just right to create the kinds of updrafts that will carry ashes into higher atmospheres, it’s sometimes necessary to search for them rather than wait for them. With Arnold’s glider, the motor enables that search — sometimes traveling 100 to 150 miles to get the right conditions.

“We never release cremains over a city,” he added. “We hit high altitudes over the Rockies, if not over the Continental Divide.”

Another reason Arnold uses this model glider is because of its seating arrangement.

“Traditional gliders have a single seat or a front and a back seat,” he said. “This one has two seats side by side.”

Since he flies alone to release remains, he’s able to operate his scattering mechanism from the seat next to him.

Customers have options that range from $600 to $1,000. Full documentation on when and where an aerial service takes place is a standard. Other choices include customizing a video to include music the families and friends choose or recitation that is either prerecorded or delivered by Arnold at time of the release.

“We also invite family and friends to write prayers and thoughts on biodegradable rice paper we provide that is released with the ashes,” Arnold said.

Some people seek out Aerial Tribute at different timeframes from the time of cremation. “Some have held onto the ashes with the intention of performing a service at some time, but that time doesn’t happen,” he said. “Pouring them on the ground doesn’t provide enough of a dignified scattering.”

Others are making arrangements because of a recent death, and some people are setting up arrangements for their own services.

Although Arnold performed dozens of aerial services for friends and families, he didn’t offer it commercially until 2008. He estimates startup costs to be about $700,000, which he personally funded, to primarily cover the aircraft and hangar. The company maintains a staff of six.

“We’ve had dozens of clients and have hundreds in the pipeline at this point,”

According to the Cremation Association of North America, about 39 percent of deaths in the United States are handled with cremation — a rate which has more than doubled in the past 30 years. More than half the deaths in Colorado result in cremation, with Boulder County reporting about 80 percent.

“I’m not a death-care professional,” Arnold said, “but it seems that traditional family plot areas don’t seem to fit current demographics. There’s not really a family farm anymore.”

Aerial Tribute is the trade name for Omega Enterprises LLC.
Longmont, state should compromise on fracking

The city of Longmont has made a bold case for local control over some aspects of hydraulic fracturing, known as “fracking.” State officials have countered with a lawsuit, arguing that some of Longmont’s measures overstep what is permitted in terms of local regulation.

Longmont recently implemented several measures to control the effects of fracking, whereby treated water is injected into the ground to fracture shale, thereby releasing fossil fuels. The practice is being implemented across the country, with the Niobrara formation in Colorado and Wyoming a hotspot for fracking activity.

Communities such as Longmont are concerned about the environmental and health effects of fracking. As reporter Michael Davidson noted in a recent article, Longmont’s citizens. Let’s find that balance and we hope his appeal bears fruit.

There should be a balance between a state agency’s powers and local governments’ desire to protect their citizens. Let’s find that balance and get this out of the courts.

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BIWEST MEDIA
THE ALLIANCE’S

Welcome Back, CU Students!

‘IQ Awards’ seeks nominations

New format includes live selection of winners

It’s a challenge to keep up with the pace of innovation that occurs in the Boulder Valley. Our team at the Boulder County Business Report is constantly providing new leads to our reporters and researchers. “Have you heard about this company?” “Do we have them in our database?” “Would they make a good profile?”

Keeping up with those startups is a challenge, yes, but exciting as well. As a startup emerges — whether a spinoff from the University of Colorado or federal labs or simply the brainchild of a clever entrepreneur — innovation typically is a driving force behind the endeavor.

That’s why we so value our signature event, the IQ Awards, honoring the “Innovation Quotient” among Boulder Valley companies. Through IQ, we seek out the best of the region’s new ideas, whether they stem from new products or new services. Innovation is key to the dynamic economy that we enjoy in the Boulder Valley, and is behind the accolades that Boulder and the region have garnered around the world.

This year, we’re bringing some new life into the IQ Awards, now in its 13th year. As in the past, the IQ Awards includes the following criteria:• IQ honors innovative ideas, not necessarily the company or person who came up with the innovation. • The product or service doesn’t have to have made money, but it must show a potential for profitability and survival of the business. • Priority should be given to ideas that are clever, unique and creative. Nominations will not be judged based on the “slickness” of marketing materials.

• Products or services should have already reached the market, or should be in beta testing or close to market arrival.
• Products or services should not have reached the market prior to Jan. 1, 2011.
• The product or service must have been developed by Boulder Valley companies, or local divisions of national or global companies must have been centrally involved in its development.

Categories will be finalized once all nominations have been received. Past categories have included bio-sciences, software, Internet/Web, mobile apps, nonprofits, green/sustainability, natural products, sports and outdoors, etc.

Anyone interested in submitting nominations for the 2012 IQ Awards can do so at www.bcbr.com. Click on the “Events” button and follow the links to the IQ Awards page. Or you can mail your submissions to the Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301. Deadline for submissions is Sept. 7, with winners to be selected at the IQ Awards event in early October.

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**Boulder Creek building 15 homes in Stapleton**

MICHAEL DAVIDSON
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LOUISVILLE — Boulder Creek Builders LLC, a homebuilder based in Louisville, will build 15 homes in the Stapleton development in Denver, after reaching an agreement with the project’s master developer. The homes will be the company’s first project in the Denver area.

Stapleton is the major redevelopment project that is converting Denver’s former international airport into a master-planned community based on new-urbanism principles. Forest City Enterprises Inc. (NYSE: FCE.A), a Cleveland-based development company, is Stapleton’s developer. 12,000 homes and apartments are planned for the area.

Boulder Creek Builders will build patio homes in the Bluff Lake neighborhood. Construction of the first home is scheduled to begin in September, and the first model will be open by early 2013. Promotional material from Stapleton says the homes’ selling prices will start in the low $400,000.

Building in Stapleton is a milestone for Boulder Creek Builders, principal David Sinkey said. The company’s current projects are in Louisville, Longmont and Loveland.

“This is a significant leap for Boulder Creek Builders given the size and significance of the Stapleton community,” Sinkey said in an email. “Not only does it represent our first entree into the Denver market but also a new and exciting step for us as we identify new markets for growth throughout the Front Range.”

Boulder Creek Builders will be building homes targeted to baby boomers, said Stapleton builder program director Lisa Hall. The company will build an undisclosed number of homes as Stapleton expands north of Interstate 25.

“The strategy and vision behind Boulder Creek’s homes are a perfect fit for this community and we look forward to a long-standing relationship as we move to North Neighborhoods,” Hall said in a press release.

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**SPYDER from 1A**

mer Canadian downhill ski champion continued to lead the Spyder team as chairman at the time but phased out his roles as president and chief executive over the next few years.

Apax is known for investing between $5 million and $100 million in a company, then selling its interest after three to six years, an Apax spokeswoman said at the time.

Jacobs started the company in 1978 as a mail-order business with one ski race sweater for sale, according to the company website. When the race sweater did well, he decided to add ski pants to his catalog — a navy blue pant with yellow striped pads from the knee to the hip. When Jacobs’ son Billy said skiers were calling the pants “spider” pants, because of their appearance, Jacobs decided to rename the company. He decided to use a “y” rather than an “i” to borrow from the Ferrari Spyder brand of high-performance auto, according to the website.

In 1994, Jacobs received a patent for his SpeedWyre technology, which the company said reduced wind drag on ski racing suits by as much as 20 percent, according to the website. The technology eventually was banned by the International Ski Federation, the alpine racing governing body, for giving an unfair advantage to wearers.

Jacobs also was inducted into The Boulder County Business Hall of Fame in 2004. At the award ceremony, Jacobs told the audience that he felt as though he were sitting on a rocket and trying to hold on. He previously had won another Boulder County award — the Esprit Entrepreneur award from the Boulder Chamber — in 1991.

Among skiers and others, Spyder’s black widow logo is synonymous with stylish, technically oriented skiwear and outerwear. The company sponsors the U.S. and Canadian Alpine Ski Teams, as well as several professional free skiers, and amateur regional athletes.

Apax manages $12 billion worldwide and has helped fund companies with names such as Calvin Klein, Apple and Office Depot.
The Boulder County Business Report is proud to have provided coverage and insight into the Boulder Valley Business Community for the past 30 years. Celebrate the history of your business as we celebrate completion of our 30th year with this special section August 31.

Three Decades – 30 Years of Boulder Valley Business will feature:

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