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## BUSINESS

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### STOCK TICKER

Enter a company name or symbol

### Women-Owned Businesses

Each year, the Daily Camera's Business Plus section features Boulder and Broomfield Counties' Top 25 women-owned businesses. [Read](#) about this year's winner and browse the list of [winners](#) and [honorable mentions](#).

2003's [winners](#) and [honorable mentions](#).

### dilbert



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Briefcase - Feb. 28

**February 28, 2005**

### BRIEFCASE

#### GENERAL

Sheila Kemper Dietrich was hired to the position of CEO and executive director of **North**

**American Riding for the Handicapped Association** (NARHA) of Denver. (303) 452-1212.

**Henry, Waters & Associates Inc.**, a Boulder-based accounting and tax firm, hired Judy Hardie, E.A. HWA specializes in accounting for small-to medium-sized businesses. (303) 494-4050.

### ADVERTISING

**PhilipTobias.com** of Boulder created two magazine advertisements for Finnoff Aviation, a preowned Pilatus PC-12 aircraft brokerage in Boulder. In addition, Tobias developed the company's introductory Web site at [www.Finnoff.com](#). Tobias provided graphic design, copywriting, and photography. (303) 447-2503.

**Crocs** of Boulder named TDA Advertising and Design agency of record to handle advertising and packaging, Web site and corporate design. Other review participants were Perich & Partners, Ann Arbor, Mich.; McClain Finlon, Denver; Sterling-Rice Group, Boulder; and Cactus Marketing, Denver. (303) 247-1180.

### MARKETING

**Focus Logic** of Denver, a marketing services firm, created the Web site, [www.shopcomposition.com](#). It was the featured site of the week for Feb. 14 by Commarts. (303) 534-1968.

**Sterling-Rice Group** of Boulder, an integrated marketing services firm, hired Ellen Bossert to account director, Mary Healy to associate consultant and Josephine Wilkinson to associate consultant (303) 421-7037.

Patricia Hursh, president and founder of **SmartSearch Marketing** of Boulder, was selected to speak at Jupitermedia Corp.'s Search Engine Strategies Conference & Expo 2005 in New York City. (303) 444-3134.

Boulder-based **Imulus** launched Helix Technology's new e-commerce Web site. The new site is built on the latest e-commerce technologies and allows customers to customize product features to their own specifications. (303) 247-0550.

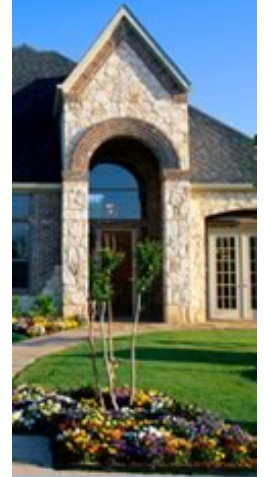
### PUBLIC RELATIONS

PowerShares Capital Management of Wheaton, Ill., retained CTA Public Relations of Louisville for a national media relations program to support its upcoming exchange traded fund (ETF) product offerings. (303)

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