

AlphaSniffer LLC, a privately held company developing a new technology for rapid, sensitive, label-free detection of biomarkers, announces the appointment of **Dr. J. William Freytag** as chairman of the board of directors.

ADVERTISING

Nuf Said Advertising recently created print ads, posters and postcards for two new products from GE Analytical Instruments. 303-665-8188.

Burns Marketing Communications announced it has secured a new relationship with Boulder's Pharmion, a leading global oncology company. Burns Marketing developed the event theme for its national sales conference. 970-203-9656.

FINANCE/BANKING

First Western Trust Bank announced that **Matt Gorr** has joined its Boulder office. He joins the firm as a senior vice president, lending. Also, **Matthew Roan** has joined its Boulder office, located at 1155 Canyon Blvd., Suite 300. 303-531-8100.

LAW

Holland & Hart partner **James Hartley** has become a fellow of the American College of Trial Lawyers, one of the premier legal associations in America. Hartley chairs Holland & Hart's 175-member Litigation Department and leads the firm's antitrust practice. 303-473-2700.

PUBLIC RELATIONS

Philip Tobias, a Boulder business communications specialist, redesigned the electronic newsletter for Financial Institutions Consulting Inc. in Ridgefield, Conn. More than 4,000 executives in 15 countries now read FIC's e-newsletter. 303-447-2503.

The Creative Alliance, a public relations and marketing firm in Lafayette, promoted **Rachel Volk** to client services manager. Volk is responsible for managing integrated marketing and communications projects on behalf of the firm's clients. She most recently held the role of client services assistant. 303-665-8101.

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