

BRIEFCASE

Boulder-based **Sterling-Rice Group** has hired **Surf Melendez** as senior art director.

Melendez hails from the creative waters of Crispin Porter + Bogusky. While at CP+B, Melendez worked on several accounts, including Coke Zero, Burger King, and Microsoft. He brings that unique line of thinking to the SRG client lineup. www.srg.com.



Melendez

Also joining the **Sterling-Rice Group** is **Miguel Hernandez**, who serves as a copywriter. Hernandez comes to SRG from Y&R Chicago, where he worked on the digital side of brands such as Sears, Craftsman, and Kenmore. He holds a B.A. in film from Columbia College Chicago and studied copywriting at the Miami Ad School.

Boulder's **Audrey Nelson, Ph.D.**, was interviewed by ABC Chicago's morning show for her book, "Code Switching: How to Talk so Men will Listen." audreynelson.com.



Nelson

FourStar Realty of Boulder is pleased to have **Nicole Stibrany, LEED AP**, as the newest member of the real estate team. Stibrany has owned an architecture and interior design firm for many years and now brings her outstanding experience to the real estate field. www.nicolestibrany-realestate.com, 303-875-1915.



Stibrany

The Creative Alliance of Lafayette launched a new Web site for **Northwest Family Medicine** of Superior. The Web site, www.nwfm.net, reflects the practice's new visual branding efforts and corporate identity. For more information about TCA, call 303-665-8101 or visit

America, a 3,000-mile race that started June 8 in California and ended two weeks later in Maryland. Made in Boulder, Polar Bottle is an insulated water bottle that keeps liquid cool twice as long as other water bottles. www.polarbottle.com.

Kallgren Dermatology Clinic of Boulder is pleased to welcome its new physician assistant, **Susan Rancis (PA-C)**. Rancis joins **Diane Kallgren, MD**, and **Cathy Pacocha (PA-C)** at Kallgren Dermatology after providing dermatology care in Loveland for many years. Kallgren Dermatology has provided general dermatological services to more than 10,000 patients in Boulder County during the past 4½ years and welcomes Rancis' extensive skin care experience and expertise. kallgrenderm.com.



Rancis

Boulder Digital Arts has announced a partnership with **Chimera**. Chimera will serve as a provider of top-notch lighting equipment for Boulder Digital Arts while Boulder Digital Arts will put Chimera in touch with its network of digital professionals, filmmakers and technology enthusiasts.

Becky Adams of Prudential Real Estate of the Rockies in Boulder has earned the prestigious Certified Distressed Property Expert designation, having completed extensive training in foreclosure avoidance, with a particular emphasis on short sales. The skills and education accumulated by Adams will help benefit Boulder County area residents and communities.



Adams

Key Equipment Finance recently announced the promotion of **James B. Gulka** to vice president of portfolio management. He will be responsible for domestic and

Spanish For You, LLC is celebrating 18 years in Boulder County. **Carla Abbott**, a native of Caracas, Venezuela, offers all levels of Spanish classes, private tutoring and interpretation services, to individuals, groups, businesses, and health care providers. She can be reached at 303-776-3827.



Abbott

Boulder-based **BSW Wealth Partners** held the first in a series of speaker events at its offices on June 3. "Women, Money & Relationships" was an informal, interactive session facilitated by two local specialists in relationship communication. Information on this and future events can be found on BSW's blog, <http://blog.bsw.com>.

Philip Tobias, a Boulder business communications service provider, developed the new **BodyMindDynamics.org** Web site. **Body/Mind Dynamics**, also based in Boulder, empowers personal and professional growth with CDs, books, classes, and other services. www.PhilipTobias.com.



Tobias

Boulder design and strategy firm **Thirty Three Thousand Feet** has been awarded the contract to develop a comprehensive environmental graphics program for San Francisco's Exploratorium, including streetscape graphics, digital wayfinding signage and an interactive kiosk program. www.33kft.com.

YWCA Career Services Program Manager Gordon Gray was named Boulder BPW's 2010 Man of the Year. Gray was recognized for his work in providing



Gray

Golden West senior living in Boulder named **Heidi Marchi** director of marketing and leasing. Marchi will develop and implement sales strategies, oversee ongoing community outreach efforts, increase professional referrals and assist clients and families in the Golden West community. www.gwboulder.org.



Marchi

Co-founders **Jim Keppel** and **Jeremy Kay** have launched the public beta of Boulder-based **HotShoo** (www.hotshoo.com), an online marketplace for inspirational and reference imagery for designers of the built environment. The company also welcomes **Jeff Herman** as CEO.

RE/MAX Traditions is pleased to announce that **Pat Kahler** was recognized for her outstanding and professional performance in real estate sales. In the **RE/MAX Mountain States Region**, she received an award for Individual Sales Production in March as the No. 8 top sales agent in Colorado. With 25 successful years, she has the knowledge and experience necessary to assist buyers and sellers in realizing their real estate goals. Contact Pat Kahler at 303-589-5752.



Kahler

Holland & Hart represented **Associated Content**, a company that delivers crowd-sourced Web content, in its acquisition by Yahoo!. The firm has represented **Associated Content** from formation, through multiple rounds of venture financing, and finally in connection with the acquisition. The acquisition team was led by **Lucy Stark**.



Stark