

# BRIEFCASE

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[www.tenantwisdom.com](http://www.tenantwisdom.com).

**Thanasi Foods**, a family-owned Boulder firm, has named **TDA Boulder** as design agency of record for Duke's Beef Jerky, with the initial assignment of a package redesign for all eight jerky varieties, to break in January. Previous Thanasi Foods design and advertising work has been handled in-house. [www.tdaboulder.com](http://www.tdaboulder.com).

**Philip Tobias**, a Boulder business communications professional, designed and developed the new [teledartusa.com](http://teledartusa.com) website. **TeleDart USA**, also based in Boulder, provides products used for chemical animal capture and care. [www.philiptobias.com](http://www.philiptobias.com).



Tobias

**Sheri Valentiner**, of Boulder-based **Valentiner and Associates**, represented 6658 Gunpark LLC in the purchase of an office condominium in the 6658 Gunpark Drive building. Valentiner also leased 770 square feet in Boulder's Zarlengo Plaza to **Boulder Nutrition and Exercise**. She represented both the buyer and the tenant. [www.valentinerrealty.com](http://www.valentinerrealty.com).



Valentiner

## New hire or employee promotion

**Boulder Psychological Services** announced the hiring of **Kat Austin**, licensed

professional counselor and licensed addictions counselor. In addition to substance abuse treatment for adolescents and adults, Austin also is trained in providing family therapy. [www.boulderpsychologicalservices.com](http://www.boulderpsychologicalservices.com).

Home loan professional **Jennifer Asbury** joined the Boulder mortgage branch of **MetLife**



Asbury

**Home Loans**, a division of MetLife Bank. Asbury, who has 19 years of experience in the home financing and banking industry, will offer a wide range of loans to customers, including fixed and adjustable-rate, FHA, VA and conforming loans. 720-212-9758 and [www.metlifehomeloans.com](http://www.metlifehomeloans.com).

**Rebit Inc.**, the Longmont-based company dedicated to making backup and recovery for PC users "ridiculously simple," announced that **Daniel C. Oister** has been named vice president of sales and business development. [www.rebit.com](http://www.rebit.com).



Oister

Boulder-based **Product**

**Architects**, maker of the Polar Bottle, hired **Gwendolyn White** to help with marketing and communications efforts. In addition to



White

designing new water bottle graphics, White also is enhancing Polar Bottle's online presence, with a revamped website and a company blog. [www.polarbottle.com](http://www.polarbottle.com).

**Matthew A. Scott**, based in Superior, is now a partner with B2B CFO, the largest chief financial officer firm in the United States. Every company needs a CFO, regardless of size. [www.b2bcfo.com/partner/matthewscott](http://www.b2bcfo.com/partner/matthewscott).



Scott

## Other

Louisville-based **Coalfire Systems** elected **Larry Jones** to its board of directors. Jones, the former CEO of firms such as StarTek, Activant, Message Media and NeoData, is a seasoned veteran in technology services and other high-growth industries. [www.coalfiresystems.com](http://www.coalfiresystems.com).

**Community Food Share**, of Longmont, added **Trent Hein** to its board of directors. Hein is co-founder and CEO of Boulder-based **AppliedTrust**



Hein

**Engineering**; he will serve a two-year term and may serve up to six years consecutively. AppliedTrust provides network infrastructure security and performance consulting services. [www.communityfoodshare.org](http://www.communityfoodshare.org).

Superior-based **Key Equipment Finance**, one of the nation's largest bank-held equipment finance companies and an

affiliate of KeyCorp, announced a new, modern employee break room and enhanced amenities to accommodate its increasingly mobile work force and support its corporate-wide Mobile@Key telecommuting initiative. Key Equipment Finance also completed the chartering process to introduce a full-fledged acknowledged Toastmasters club. Key Equipment Finance's Toastmasters club, **Superior Speakers**, joined 168 other clubs in Toastmasters District 26. [www.kefonline.com](http://www.kefonline.com).

**Marilyn R. Kroner**, principal at Boulder-based Kroner Communications, an objectives-based marketing communications consulting agency, presented, "How Public Relations Can Strengthen Your Trade Show Presence," for Exhibitor Media Group, the leader in trade show and corporate event marketing education. [www.kronercommunications.com](http://www.kronercommunications.com).

Boulder-based **Local Table Tours** is offering beer cocktail tours on Thursday afternoons in September. Explore the art of the cocktail and the combination of beer and spirits for some unique creations. [www.localtabletours.com](http://www.localtabletours.com).

**SkinWise Dermatology Clinic**,

Dr. Isabel Zhu, MD, Ph.D., is adding a Boulder office located at 4810 Riverbend Road, Suite C2, next to Boulder Community Hospital's Foothills campus. Zhu graduated from Columbia University's College of Physicians and Surgeons, finished her residency training at



Zhu