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Briefcase

November 4, 2002

ADVERTISING

Philip Tobias, a Boulder business communications specialist, was hired for a professional photography assignment by Employease of Atlanta, Ga. Tobias provided digital images for advertising on the Internet and in brochures. (303) 447-2503.

DesRosiers Advertising was hired by Wellness Business Systems, a local software company, to launch its new product brand. DesRosiers developed the product name Well Works for Wellness Business Systems' business management software targeting fitness clubs and wellness studios. A logo system also has been created and will be followed by a Web site design, e-mail campaign, and product packaging (303) 440-1370, Ext. 101.

GENERAL

Broomfield-based Aloecorp, a supplier of aloe vera raw materials, awarded Dr. Yin-Tung Wang its Yun-Ho Lee Award of Scientific Merit. The award was issued his work in determining the optimum nutrients necessary for fertilizing aloe vera as well as for developing a harvesting method to maximize leaf yield. Aloecorp also recently formed strategic partnerships in Europe for the enhanced sales of its aloe vera raw materials in Poland, Germany, Austria and Switzerland. The alliances were formed with Chesham Chemicals Limited in Warsaw, Poland; Krefeld Germany-based C.H. Erbsloh; and Tenso-Chema AG in Zurich, Switzerland. (303) 664-9992.

Fitness Together is a newly-opened personal training studio. Trainers work with clients one-on-one with each training session conducted in fully-equipped private suites. (303) 449-1222.

Dr. Roger Dowis and Cami Dowis opened Dowis Vision Therapy Center, specializing exclusively in vision therapy to improve reading, learning and performance. (303) 443-2257.

Kande Iken of Boulder was hired by the sales team at Eurobath and Tile. (720) 570-2720.

Benjamin West of Boulder hired Gina Bertsch as project coordinator. (303) 530-3885.

Alphagraphics, a PACE certified and ISO-compliant printing company, hosts a grand opening party on Wednesday, (303) 443-7143.

The Denver chapter of the National Association of Women Business Owners (NAWBO) has formed a membership alliance with the Metro North Chamber of Commerce to support efforts to grow both organizations. (303) 421-7037.

Boulder Preparatory High School appointed Judge Daniel C. Hale to its board of directors. (720) 490-5320.

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**Wedgewood Ltd.** acquired Fair Cabinet Sales. (303) 664-1400.

## **MARKETING**

Colorado Outdoor Sports Inc., a sports marketing and event management company, joined with **MESA**, Movement to End Sexual Assault, to produce the Third Annual Canine Classic, a benefit for MESA. (303) 473-1997.

**Contrino Direct Marketing Inc.**, a Boulder-based nonprofit fund-raising and marketing agency, was retained by Project Angel Heart to provide strategy and program management of their direct mail fund raising programs. (303) 440-7377.

**Sterling-Rice Group**, a brand development and integrated marketing firm, hired Alison DeWall as an associate consultant, and promoted Corey Nockels to associate consultant and Michael Lubin to senior consultant for its Consulting Group. (303) 421-7037.

## **PUBLIC RELATIONS**

**DVCO Relations** opened, offering both traditional consulting services and a new service model, the "Economies of Scale" (EOS) Program, that offers public relations services at a greatly reduced expense. (303) 421-7037.

## **REAL ESTATE**

**Fred Thrall** received accreditation as a Green Building Professional (LEED 2.0) from the US Green Building Council. LEED 2.0 is a Green Building Rating System for commercial, institutional and high-rise residential buildings, and is recognized as the standard in the USA for what constitutes a "green building." (303) 359-6980.

The America's Junior Miss scholarship program appointed **Pennie Espeland** to be its regional coordinator for Colorado, part of the AJM Great North Region of the United States. The AJM Great North Region includes the states of Colorado, Montana, North Dakota and South Dakota. (800) 256-5435.

**The Milstead Design Studio** launched a new Web site with examples of architecture and interior designs at [www.milsteaddesign.com](http://www.milsteaddesign.com). The site was designed by The TMA Guild of Denver. (303) 4131590.

**Holben Building Corporation** renamed its custom home building division Holben Homes, formerly called Stephen's Homes. (303) 758-4272.



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