

BRIEFCASE

Continued from 13

Gold Systems, a Microsoft Corp. Gold Certified Partner specializing in unified communications and speech recognition technology, has delivered its Vonetix 7 Voice platform to Microsoft IT. Vonetix 7 Voice will serve as the new platform for Microsoft to develop many of its voice self-service applications, which serve Microsoft customers calling for support on a wide array of Microsoft products and services. goldsys.com.

Parascript was named a Canon Image Capture Solutions Alliance program member. The alliance gives value-added resellers offering document scanners by Canon U.S.A. Inc. access to Parascript's document recognition software to read and extract information from a wide variety of document types. parascript.com.

Beth Powell launched POP! media financial media strategy marketing business on Sept. 9. Services include social media and web copy, e-mail marketing and media relations. Powell also runs UP Talks, a Boulder-based organization offering uplifting and provocative talks. popmediastudio.com.



Powell

ChoiceView (choiceview.com), the award-winning,

flagship product from Radish that allows businesses to instantly share visual content while speaking with smart mobile device users, is now enhanced to provide fully encrypted, secure, HIPAA-complaint business communications for mobile customer support and sales in many industry segments including health care. Radish also launched TrueVisual IVR.com to educate the public and to ease market confusion. True Visual Interactive Voice Response systems are the next generation of IVRs sharing visual content during a voice call. radishsystems.com.

Social media and digital marketing agency Room 214 announced its agency partnership with Marketo, provider of the leading cloud-based marketing software platform for building and sustaining engaging customer relationships. Room 214 plans to move clients beyond the test period for social media and digital point solutions providing better results and return on investment. room214.com.

Philip Tobias, a Boulder web publishing professional, launched a new website, www.finnoff-products.com, for Finnoff Aviation Products. The Boulder aviation firm provides engines, propellers and other performance products for Pilatus



Tobias

PC-12 aircraft. philiptobias.com.

VOCO Creative, a boutique digital marketing agency, proudly announces the addition of Cuties to its client roster. Cuties are among the nation's best-known and most well-loved branded fruits. VOCO will manage social media for Cuties in partnership with Sterling-Rice Group, of Boulder. vococreative.com.

New hires & promotions

Brock and Company, CPAs, PC, announced the addition of Eric Christopher, CPA, as a tax manager to its Boulder office. Christopher graduated from the University of Denver with a Master of Taxation degree. He was most recently employed with DCG, PC and was one of the founding partners of that firm. brockcpas.com.

Community Cycles recruited Dax Burgos as sales and service manager to run Boulder's non-profit commuter bike shop and its programs. Burgos brings retail experience and a recent apprenticeship at the Center for Appropriate Transportation, learning the art of cargo bicycle manufacturing. communitycycles.org.



Burgos

Centennial Bank added two new employees in the Boulder

market, including Ross Nicholls, vice president, relationship manager, and Renee Sanders, client services manager-officer. centennialbanking.com.

Dan Fredrickson joined the Boulder office of KKO, where he represents companies in a wide range of complex commercial transactions, including those related to software licensing and subscriptions, product distribution and resale, technology transfers and development, consulting services and joint ventures. kkofirm.com.

After serving another institution for more than 20

years, Allison Kadans joined the Boulder branch of Cobalt Mortgage, one of the largest privately held mortgage bankers in the United States. She is looking forward to serving loyal clients and referrals with the wide array of loan options and excellent customer service that Cobalt Mortgage for which the firm is known. cobaltmortgage.com/boulder.



Kadans

The Cigarette Store Corp., parent company to Smoker Friendly & Gasamat Oil Corp. of Colorado, welcomed Ken Kramer as its general counsel and vice president of administration. Kramer, as a shareholder of Berenbaum Weinshienk, PC, has been the

BYTHEWAY

From the desk of Jill Stravolemos, Daily Camera Vice President of Marketing and Advertising

AdTaxi delivers target market across platforms

The Camera is the No. 1 source for reaching our local market. Our AdTaxi network provides access to more than 95 percent of the online U.S. population. So whether you want to reach your customers a few miles down the road, on the other side of Boulder County, or from sea to shining sea, we have you covered.

ALWAYS BE ON TARGET

The image shows a targeting interface with three main sections:

- By Geography:** A map of the United States with several red location pins.
- By Category:** A grid of icons representing various interests such as 'HOME', 'TRAVEL', 'SPORTS', 'TECH', 'ARTS', 'MUSIC', 'FOOD', 'GARDENING', 'DIY', 'BUSINESS', 'HEALTH', 'PETS', 'CARS', 'TOYS', 'GAMES', 'MOVIES', 'TV', 'MUSIC', 'ARTS', 'DIY', 'GARDENING', 'DIY', 'GARDENING', 'DIY', 'GARDENING'.
- By Behavior:** A circular diagram with various icons representing user behaviors like 'SEARCH', 'CLICK', 'VIEW', 'ADD TO CART', 'PURCHASE', 'SHARE', 'COMMENT', 'LIKE', 'FOLLOW', 'SUBSCRIBE', 'REGISTER', 'LOGIN', 'LOGOUT', 'RESET PASSWORD', 'CONTACT US', 'ABOUT US', 'FAQ', 'TERMS OF SERVICE', 'PRIVACY POLICY', 'Sitemap', 'XML Sitemap', 'RSS Feeds', 'Email Subscriptions', 'Social Media', 'Referrals', 'Direct Traffic', 'Organic Search', 'Paid Search', 'Display Advertising', 'Video Advertising', 'Native Advertising', 'Retargeting', 'Lookalike Audiences', 'Custom Audiences', 'Contextual Targeting', 'Programmatic Advertising', 'Display Advertising', 'Video Advertising', 'Native Advertising', 'Retargeting', 'Lookalike Audiences', 'Custom Audiences', 'Contextual Targeting', 'Programmatic Advertising'.

tablet, social, search, and on-line display campaigns – all working together and continuously optimized to achieve

goals. The system uses cutting edge targeting technology, delivering your advertising message to the right person, in the

at the right time, no matter where they live.

The Daily Camera has delivered unbeatable results since 1891. The AdTaxi network is one of the many sure-fire hits we have in our playbook to keep the streak going for the century ahead.

We will put you on the map. We will grow your business. Contact us today at 303.472.