

# DENVER BUSINESS JOURNAL

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THE NATION'S OLDEST WEEKLY BUSINESS JOURNAL

RED, WHITE & BLUE

Take home a piece of the Democratic National Convention. A31



## THIS WEEK

**HIGHER GAS** prices and the weaker dollar may be hurting the economy —

but they've also pushed two Denver-area manufacturers to keep more of their work at home. | A3

**BUSINESS AND** labor are headed toward big showdowns if all their competing ballot initiatives reach voters in November. Cooler heads are hoping that both sides will withdraw their proposals — but meanwhile, the combatants will try to raise millions of dollars to support their causes. | A5

**SOCIALLY RESPONSIBLE** investing may be the route to take for higher yields. For example, the Domini Social Equity Fund has outperformed the S&P 500 index for 18 years. About \$2.71 trillion of U.S. assets was invested in SRI strategies in 2007. | A6

**FOOTBALL HALL** of Fame Roger Staubach, the former Dallas Cowboys standout quarterback, talks about the sale of his real estate company to Jones Lang LaSalle and other topics in a Q&A with reporter Paula Moore. | A7

**JEFF WOJAHN**, president of EnCana Oil & Gas (USA) Inc., talks frankly about the future direction of his company in Colorado and elsewhere in a Q&A with reporter Cathy Proctor. | A8

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## Small companies face hike in health premiums

BY BOB MOOK  
DENVER BUSINESS JOURNAL

Health insurance premiums for 2009 appear to be stabilizing for large companies, but small businesses trying to provide coverage to their workers can look forward to another year of double-digit increases.

Preliminary data from the Mountain States Employers Council, a Denver-based nonprofit that serves 2,600 businesses, show that the premiums of Colorado companies with fewer than 50 workers will increase by an average of 14 percent, said Patty Goodwin, director of sur-

veys for the council.

Goodwin said 93 percent of small businesses expect an increase in 2009. In the last three years, the council's members reported that premiums have gone up between 11 percent and 12 percent.

**HOW MANY PEOPLE** have been affected? See the chart on page A32.

Meanwhile, employers with 500 or more workers will have an average health premium increase of 8 percent — two times more than the rate of inflation, but much less than what small companies will pay. Seventy-two percent of large em-

ployers expect to have an increase in 2009.

The results were compiled from among 365 council members.

But while the increase may be significant for small businesses that already are paying top dollar for health coverage, the numbers don't tell the full story, said Barry Teeters, principal of Assured Benefit Solutions, a Denver-based health insurance brokerage.

Businesses are raising their deductibles, restructuring plans or changing insurers in hopes of getting a better rate. Teeters said some of the

SEE INSURANCE | A32

### THIS WEEK'S SPECIAL SECTION

## The MILE HIGH MARKET

A newcomer's guide to doing business at the foot of the Rocky Mountains



### WELCOME DNC!

The Denver Business Journal marks this historic occasion with a special section in this week's newspaper on the Mile High market with everything people need to know about doing business at the foot of the Rocky Mountains.

Inside this special section of the DBJ, regular readers and visitors will find up-to-date data on Colorado's key industries, profiles of industry leaders and important statistics on Colorado's people and economy.

You'll understand why so many people and businesses think Denver and Colorado are special places they never want to leave.

And, all through the week, our reporters and photographers will be bringing you up-to-the-minute news about local businesses and the DNC on our website, denver-businessjournal.com.

Whether you're a delegate, a member of the news media or other visitor who came here for the convention, we hope you enjoy your stay in Denver.

### More DNC news:

Solar power takes center stage .....	A11	How the media will cover Denver business.....	A13	Temporary employees filling the void .....	A15
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## Businesses set to welcome DNC visitors

BY THE DENVER BUSINESS JOURNAL STAFF

Denver business leaders are mostly optimistic about the Democratic National Convention's economic impact on the city — and are holding their breath in hopes the event comes off smoothly.

"I've been to [party] conventions before," said attorney Michael Beatty. "It will be a tremendous, fun time — promise."

"I don't have any clue what to expect," said Roxann Thurman, owner of Cry Baby Ranch, a Western-wear store on Larimer Square. "[But] I go through conventions all the time, and typically we see an increase of sales. We're going to be positive about the event."

"I don't have any clue what to expect. [But] I go through conventions all the time, and typically we see an increase of sales. We're going to be positive about the event."

Roxann Thurman  
owner, Cry Baby Ranch

I'm trying not to go to the negative place of concerns."

In interviews with a dozen Denver executives from various business sectors a few days before the Aug. 25-28 DNC, many predicted long-term benefits for Denver from an event that will draw some 50,000 visitors and the eyes of the world to the Mile High City.

Greg Morris is president/CEO of Fuller Real Estate in Denver — and a Republi-

SEE CONVENTION | A32

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**THE LISTS**  
AUTO DEALERS | A10  
ACCOUNTING FIRMS | A12

### STRATEGIES

Safety One provides training for snowcats, tower work and more. A19







### FEATURED ADVICE

"There's an enormous opportunity to teach customer service basics, sales, change management and problem solving in these industries."

— Bill Decker, columnist | see A22

## SPOTLIGHT

### GET IT IN WRITING

Stuck for words as you try to write that cover letter for the job of your dreams?

Or perhaps you need help in choosing the right language to solve a sticky situation.

William S. Frank now offers "1,001 Free Cover Letter Examples for Consultants, Career Changers, and Job Hunters" at [www.coverletters.com](http://www.coverletters.com). He's president and CEO of CareerLab, a career-counseling consulting firm in Lone Tree that's marking its 30th anniversary this year, and a former Denver Business Journal columnist.

"They're simple examples and samples," Frank says. "It's to help people improve their careers or build a consulting practice."

Frank wrote all the cover letters on the website, and there about 350 of them.

The consulting letters cover "everything related to a consultant business, from business development to doing the actual consulting work, proving customer service and day-to-day operations of the business," says Frank, who wanted to share some of the letters, notes, memos and emails that helped his company reach this milestone.

One example: this reply to someone who wanted to buy Frank lunch and "pick his brain" for expert advice about job hunting.

"I'd love a semi-free lunch, but am booked solid for the next three weeks. One of the other senior consultants in our firm would enjoy helping you. However, it wouldn't be semi-free, since I have to pay them. Our normal consulting rate is \$200/hour or \$1,500/day," Frank wrote.

Frank previously wrote "200 Letters for Job Hunters," which has sold 100,000 copies since Ten Speed Press published it in 1989. "I've gotten probably 10 electronic thank-yous (from that book) and a lot of rave reviews," he says.

— Bruce Goldberg



Art Seely, president and CEO of Safety One, with snowcats and a survival kit. The company offers a variety of safety-training courses.

KATHLEEN LAVINE | BUSINESS JOURNAL

# Safety first

## Mastering snowcats, towers to save lives

BY CHENG SID  
DENVER BUSINESS JOURNAL

Art Seely founded Sedalia-based Safety One International Inc. in 1984, motivated by a tragedy he experienced as a paramedic during a snowstorm.

He received a call about a man suffering from a heart attack. But the weather conditions were so bad, he couldn't travel to the man.

"I called Aurora to dispatch an ambulance and firetruck to get there, but they couldn't either," Seely said.

In the end, he told the dispatcher to tell the man's wife they would have to wait till dawn — at least five hours — to receive help.

"No matter how much technological advances we make as a society, if you can't get where you need to be, it won't do anybody any good," said Seely, president and CEO of Safety One.

Today, Safety One claims to be the leader in safety training as well as experts in snow survival and snowcat operations training, and in antenna and tower training.

Here's a glimpse of its training programs:

• Seely said the snow survival and snowcat operations training is the company's most pop-

**AT A GLANCE**

**Safety One International Inc.**  
Address: 7144 Reynolds Drive, Sedalia, CO 80135  
Phone: 303-734-0772  
Website: [www.safetyoneinc.com](http://www.safetyoneinc.com)

To qualify for the course, one must be nominated by their organization, have no cardiovascular diseases or serious diabetes, and their height must be proportionate to their weight.

The five-day training program is split into two parts. The first three days are classroom training, from 8 a.m.-5 p.m.

Topics covered include the prevention, recognition and treatment of hypothermia; survival priorities and decision making; and case histories involving common errors that have led to fatalities.

Next are two days of field training. Students

learn how to master basic snowcat maneuvers, such as crossing a frozen river, how to ascend and descend steep slopes, and how to extricate stuck snowcats without getting injured.

A snowcat is a truck-sized, fully tracked vehicle designed to move on snow. Safety One has trained personnel from Denver International Airport, Verizon Wireless, the Colorado State Patrol, the U.S. Department of Justice and all four branches of the military.

ular training program. It runs from December to April. Between 20 and 40 students participate, at a cost of about \$2,200 each.

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A snowcat is a truck-sized, fully tracked vehicle designed to move on snow. Don Distefano, a firefighter at the Parker Fire Department, took the training class in 1998 and has taken refresher courses every two years since. The last time he took the class, his snowcat slipped off the road onto a downhill slope. With the help of another snowcat, Distefano maneuvered his snowcat uphill and back onto the road.

"That's something we only talk about in the classroom, and we had to do it," Distefano said. "Everything in the classroom was accurate, but physically doing it was different than talking about it in the classroom."

Distefano also said the training helps in case of emergencies.

"When we go out, there's always a chance our machinery goes out or we get lost, and we might end up spending the night in the snowcat," he said. "The survival training helps guide

SEE SAFETY | A20





KATHLEEN LAVINE | BUSINESS JOURNAL

Art Seely's company teaches snowcat survival, antenna and tower training, and more.

# SAFETY: Like herding snowcats

CONTINUED FROM A19

us to what's going to happen to us."

To complete the program, a student must pass five written exams and get written approval from two instructors in field training.

- The antenna and tower training is a one-day course that lasts eight to 10 hours. Training takes place in the spring and fall, with a cost of about \$1,000 per student.

In the classroom, they discuss Occupational Safety and Health Administration standards, accident history and handling emergency situations.

"Just calling 911 is not managing an emergency scene," said Steve Fleming,

Safety One's director of training. "They are in a very remote location. We pass on to them what it's like to not only talk to a dispatcher, but give them a location. Towers don't have addresses, they have latitudes and longitudes."

Outside the classroom, each student goes through a three-part rescue simulation: self-rescue, rescuing another person and having each climber be a victim. Fleming said the latter is the most intriguing because role reversal, unfamiliarity with the equipment and trust are involved.

"They better be good because if they are the rescuer this time, they are going to be the victim next time," he said. "They are hoping that guy that was in the class with them paid attention."

Joe Passalacqua, a safety professional at Boise-based Idaho Power, was trained two years ago. He said he enjoyed the experience, and the training helped him get up to date with current equipment.

What he liked most was the one-on-one hands-on training given 40 feet up a communications tower.

"You felt pretty secure when you were up on top," Passalacqua said. "You didn't have to worry about slipping and falling."

Even with training, tower work is one of the most dangerous jobs in the world, Fleming said.

When injuries and accidents occur, Fleming said it's usually because of fatigue or someone is trying to make a tran-

Outside the classroom, each student goes through a three-part rescue simulation: self-rescue, rescuing another person and having each climber be a victim. Fleming said **the latter is the most intriguing** because role reversal, unfamiliarity with the equipment and trust are involved.

sition from one point to another. Sometimes, a person can get injured by being in one position too long.

"One guy injured his back because he was standing in one position for two hours with one foot higher than the other," Fleming said. "He said he got down and his back felt a little awkward. One things leads to another and, sure enough, he ended up injuring one of the discs in his lower back because he couldn't stand straight."

Safety One also has training courses in helicopter safety, bioterrorism and confined space.

The company also sells track vehicles. Their inventory consists of the Camoplast Trooper and used Haggblunds BV 206.

The Camoplast Trooper is a multiterrain vehicle that costs \$125,000 new.

The Haggblunds BV 206 is an all-terrain vehicle deemed by the U.S. government to be capable of mass destruction. New ones cost \$350,000, but Safety One sell used ones for \$67,000 to \$120,000.

"They are very versatile," said Kimberly Schultz, Safety One's tracked vehicle sales manager. "They go in snow, mud, sand and water. They are geared to go in extreme temperatures."

CS10@bizjournals.com | 303-803-9234



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