



QUOTE OF THE WEEK

"Ultimately, my job is to create new jobs in Colorado. For a long time, Colorado has been viewed as not the most manufacturing-friendly state, just because there hasn't been a focus on it ... We want people to think first about Colorado in manufacturing."

Noel Ginsburg, Intertech Plastics Inc., A6

DENVER BUSINESS JOURNAL



KATHLEEN LAVINE | BUSINESS JOURNAL

Denver Curling Club members include Drew Gibson, vice president; Scott Stevinson, vice president and head of the building committee; and Pam Finch, president. The game is played on ice, but the three brought their equipment — brooms and a stone — to the site of a proposed curling center near Sixth Avenue and Indiana Street in Lakewood.

Curling club plans to have an ice time in new building

BY DENNIS HUSPENI
DENVER BUSINESS JOURNAL

With some luck, a little land and a lot of fundraising, the Denver Curling Club could open metro Denver's first Olympic-caliber facility dedicated to the sport before the 2014 Winter Olympics.

The club, a charitable organization, says the Denver Curling Center would be located in Lakewood near Sixth Avenue and Indiana Street.

A U.S. Curling Association (USCA) spokeswoman confirmed the facility would be the only permanent, dedicated curling site between Seattle and Bismarck, N.D.

Curling originated in Scotland and is widely popular in Canada and Scandinavia. Two four-person teams slide 42-pound, polished stones with handles toward the center of a circle, or tee, at either end of a length of ice. Players run down the ice, sweeping in front of the sliding stone. The sweeping influences the direction and speed of the stones.

The object is to get the stone into the tee.

Currently, local club members use the Ice Ranch, a private rink in Littleton, but they can rent it only on Friday and Saturday nights.

"There's just not a lot of new places like this, and we think Denver could be a really great spot," said Scott Stevinson, board member with the Curling Club and head of the building committee. "Every state around us has an area curling club, so this would not only serve Denver and the Front Range, it could serve all of Colorado and parts of the Rocky Mountain region."

The club has access to land, a unnamed donor who will make a two-to-one match for contributions up to \$1 million, and access to loans through the USCA and the World Curling Federation. Members estimate it could cost up to \$2 million to build a 20,000-square-

SEE **CURLING** | A35

AspenBio Pharma set to market AppyScore

BY GREG AVERY
DENVER BUSINESS JOURNAL

The headlines for AspenBio Pharma Inc. the last two years would be enough to shake just about anyone's confidence in a company, but not that of the Castle Rock medical device maker.

Its key product — a device to help doctors diagnose appendicitis — showed disappointing accuracy in 2010 tests. AspenBio's share price plummeted. Executives were replaced.

Twice in the past year, AspenBio organized reverse stock splits to keep the company's stock listed on the Nasdaq exchange.

But, with all that now in its past, AspenBio (Nasdaq: APPY) may be poised to become a bright spot in Colorado's bioscience industry. It's a publicly traded company that could have a new medical diagnostic product, which has no direct competition, on the market by 2014.

"The company's healthier than it's ever



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AspenBio Pharma's appendicitis diagnostic machines, called AppyScore.

been," said Steve Lundy, president/CEO of AspenBio. "It's got a product that's proven it's robust in the tests we've had it in. In all the key areas, we have got great experience [on staff]."

AspenBio revamped its AppyScore appendicitis test since the disappointing 2010 tests. Its latest reverse stock split

SEE **ASPENBIO** | A36

Too much office space? PivotDesk wants to fill it

BY DENNIS HUSPENI
DENVER BUSINESS JOURNAL

A new website service called PivotDesk aims to link users of small amounts of office space with companies that have too much square footage, filling a niche that seems to have been overlooked by office brokers and other apps/software that highlight available "space for a day" in a given market.

The founders of PivotDesk.com discovered that old commercial real estate brokerage models sometimes don't work for rapidly growing companies — especially tech businesses.

Such companies may quickly double their number of employees but lack space for them in their existing quarters. But they're wary of locking into a multiyear office-space lease with room to grow that

might financially burden them if they don't expand quickly enough.

David Mandell and Jason Lewis think their Boulder-based startup is the answer.

The new service rents seats, not traditional space or square footage, to small users at businesses with extra room through attorney-approved contracts — not subleases.

"I kept seeing companies sit on so much excess space they couldn't utilize," said Mandell, who moved to Boulder from New York in 2006 to grow startup company OneRiot. "I kept thinking there's got to be a better way to connect these two sides of the market."

After selling the assets of OneRiot (formerly called Me.dium), which created a way to monitor web searches and social media in real time, Mandell has concentrated on

PivotDesk co-founders David Mandell, CEO; Jason Lewis, vice president of sales; and Kelly Taylor, vice president of engineering.

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SEE **PIVOTDESK** | A37





SEM ARCHITECTS

A rendering shows the planned design for a proposed curling center near Sixth Avenue and Indiana Street in Lakewood.

CURLING: New facility set near Colorado Mills area

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foot facility, and they've raised nearly half of that.

The land is a Denver West site that Stevinson's father and brothers have owned for decades. It's near the Colorado Mills shopping center.

The family, which owns the Stevinson Automotive Group, would allow the club to build on the site. The City of Lakewood would annex the land as part of the deal, Stevinson said.

The building would include five sheets, or lanes, for curling, a lounge, a viewing area and community rooms available for rent.

The club has more demand for its programs than available ice time, said Pam Finch, club president.

And since the evenings at the Ice Ranch tend to go late, it's harder to involve younger curlers under 10, she said.

The club has about 300 active members — and can't handle any more. The new center could accommodate about 1,000 active curlers, members estimate. It would be open to the general public, not just club members.

Terry Kolesar, director of communications for USCA, said the sport's popularity has grown since the 2002 Winter Olympics at Salt Lake City.

With increased television time devoted to it, people started to seek out the sport, she said.

Now there are clubs in 40 of 50 states. Membership in those groups grew 16 percent in 2011 and there are more than 16,000 people curling across the United States, she said.

"We don't endorse any club's efforts in this area," Kolesar said. "Denver has done this all on its own. We're there to help with questions and spread the word, but they took the initiative."

"This is really a leap of faith, but we've put something nice and well-thought-out together," Stevinson said. "Our location is good, with plenty of retail and commercial development and hotels for visitors. It's a really great spot."

"Our ultimate goal is to have a year-round curling facility," Finch said. "Will it be a regional draw? Oh, yes. Curlers from here now go to Bismarck and Seattle. This center would cover all that middle area."

Members hope to break ground on the project early next year, with a seven-to-eight-month construction timeline.

"This is a great opportunity to bring curling to all different age levels, and wheelchair curlers," Finch said. "Colorado is a great state for people who want to be active. This will be one of those activities that will be made available in expanded fashion. We're giving 150 percent effort to this because we know an opportunity like this doesn't come around every day."

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MATT CULBERTSON | DENVER CURLING CLUB

In curling, players use brooms to sweep the ice and direct the stone to the target.

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For more information about the nomination and survey process, contact **Connie Elsbury** at 303-803-9223 or celsbury@bizjournals.com.

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