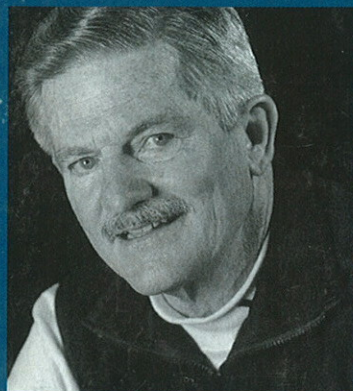


SBA, banks angle for small-biz borrowers

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PEOPLE ISSUES BUSINESS STATEWIDE



JIM NICHOLSON

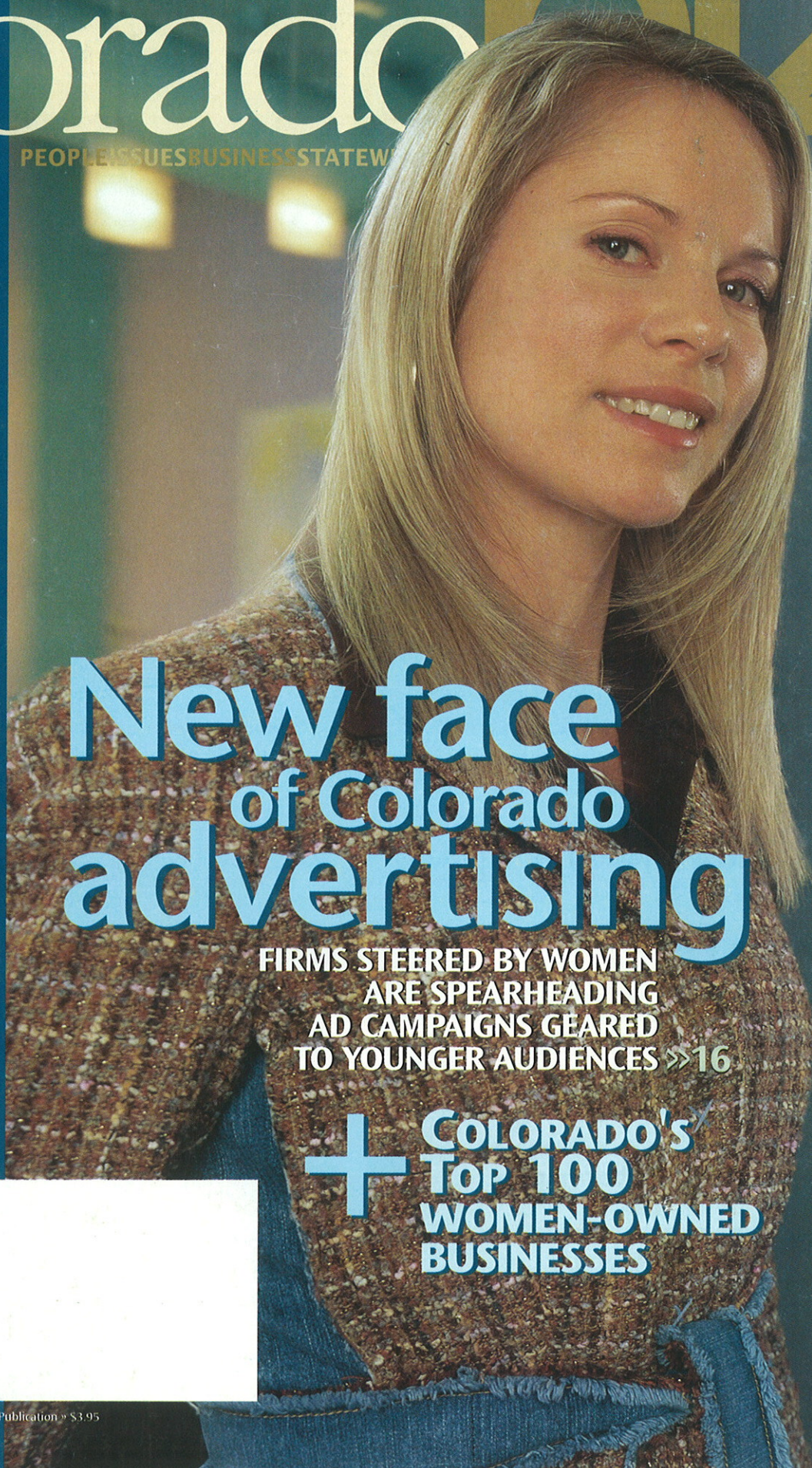
Former developer
has become the VA's
national voice

WHO OWNS COLORADO:

Residential
high rises break
ground downtown

MOUNTAIN RESORTS

The chefs
who feed them



HEATHER
GALLIEN

New face of Colorado advertising

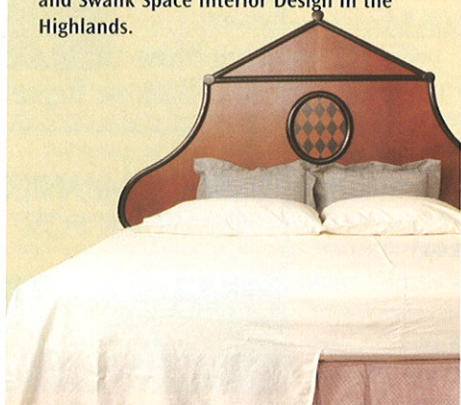
FIRMS STEERED BY WOMEN
ARE SPEARHEADING
AD CAMPAIGNS GEARED
TO YOUNGER AUDIENCES >>16

+ COLORADO'S
TOP 100
WOMEN-OWNED
BUSINESSES

DOUBLEUPS FOR BEDS

The idea for DoubleUps for Beds was born in 1996, when Kevin Bobke's then-girlfriend "stole sheets from me every night," he said. The solution to the problem: sheet sets split down the middle and connected near the bottom by a square patch of fabric. They used them on their bed, and went as far as making some for friends. "We broke up, and the idea sat on the shelf for a few years," said Bobke, who resurrected the concept as a company in 2004 after selling his North Carolina turf-care business and traveling the world for a few years. Made to order in Salt Lake City, his patented DoubleUps for Beds are available in three thread counts and five different sizes. Beyond its core sheet sets, the company also makes split comforters and sheets designed especially for adjustable beds. \$85.95 to \$268 retail

Made by DoubleUps for Beds (a dba for Rollemup LLC), Denver, (800) 977-3832, www.doubleupsforbeds.com. Also available in Denver at Relax The Back in Cherry Creek and Swank Space Interior Design in the Highlands.



GOLITE XIRTAM JACKET

Released last fall, the Xirtam — matrix spelled backwards — is the latest GoLite product to win accolades from the outdoor press, winning *Backpacker* magazine's coveted "Editor's Choice" award earlier this year. The jacket is a "hybrid shell" that integrates the best of all worlds with a three-layer design that's breathable, waterproof, windproof, soft and stretchy. GoLite President Demetri Couponas dubbed it "the storm shell of the future." Founded in 1999, GoLite is a market leader in the "ultra-light" backpacking niche, specializing in packs, shelters, clothing and other gear — all of it weighing next to nothing. Case in point: The Xirtam is a wispy 15 ounces. \$200 retail.

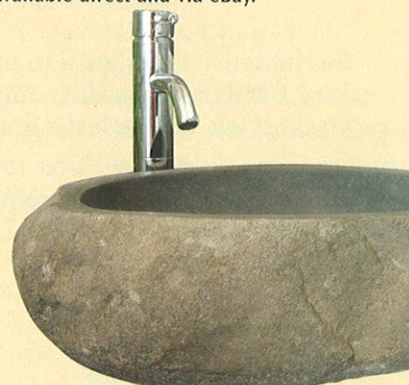
Made by GoLite LLC, Boulder, (888) 5-GO-LITE, www.golite.com. A dealer finder is on the website.



THE NING COLLECTION SINKS AND TUBS

After owning a pair of import stores on the Front Range, Tom Bruton relocated to Bali, Indonesia, in 2004. "It hooked me, and I needed to figure out how to make a living," he said. As a result, Bruton launched the Ning Collection with partner Diane Lee last year. "We're taking boulders and river stones and making vessel sinks and bathtubs," he explained. "We also do pebble mosaics. We collect pebbles from 13 islands." Initially, Bruton thought the company would need to find a distributor in the U.S., but orders over eBay "just exploded," he said, leading to lower prices to the end user. "We cut three or four legs out of the deal." Sinks: \$175 to \$400 retail. Tubs: \$1,000 and up.

Made by Ning Collection Inc., Arvada, (720) 936-1203, www.ningcollection.com. Available direct and via eBay.



SKINIT CONSUMER ELECTRONICS SKINS

With the rise of cell phones and other portable gadgets, brothers Mike, Chris and Tom Stemple saw an entrepreneurial opportunity. "We had always been into the personalization of consumer electronics," said Mike, whose prior endeavor, nReach, was a provider of ring tones. The three launched SkinIt in 2004 and started making decorative covers — a.k.a. skins — of all kinds for cell phones, PDAs, laptops and other devices. The skins sport images of everything from butterflies to athletes to abstract designs. Or, customers can upload their own image for an extra \$4.95. While the skins market is booming, SkinIt has emerged as the early frontrunner. "Our closest competitor supports 30 devices," Mike touted. "We support over 800." \$9.95 to \$24.95 retail.

Made by SkinIt Inc., Golden, (303) 217-5800, www.skinit.com.



Colorado Cool Stuff

By ERIC PETERSON