

vine John Sutcliffe, winemaking antihero

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BUSINESS STATEWIDE

Patricia Vincent,
CEO of Xcel
Energy's Colorado
division

bright prospects

Xcel and other Colorado companies are warming up to a new business ethic where profits and planet flourish. p.24

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- The bottom line on giving back p.32
- Ethics in business winners p.37

and

- ▶ HMO mastermind Malik Hasan trumpets a cure for the common health-care crisis



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CAPTAIN SPONGEFOOT SAUCES

After losing his feet to frostbite in 1974, Paul DiBello's prosthetic foam replacements distinctively squished as he ran his sailing business on Lake Granby, earning him the nickname Captain Spongefoot. The seven-time world championship skier on the U.S. Disabled Ski Team and founder of the competition program at Winter Park's National Sports Center for the Disabled has also had a long-time passion for spicy food, namely hot wing sauces. After winning gold, silver and bronze medals at the 2004 National Buffalo Wing Festival, DiBello went pro and developed a restaurant and private-label sauce business. He then entered the

specialty grocery market in 2005 with three addictive varieties: Original, Chipotle and Z Sauce (a sriracha-based Asian variety). "We went for medium heat," he said, "and let the pepper do the talking." Of using his nickname for his company, DiBello noted, "I'm not somebody's bottled-up anger, nor am I a painful body function — I call them circus sauces. We are not that. We are flavor." \$4 to \$6 a bottle retail.

Made by Captain Spongefoot Trading Co. Inc., Granby, (303) 367-1067, www.captainspongefoot.com. A dealer locator is on the website. ■



first beer-infused lip balm. "And it made us laugh a great deal." With an assist from an ungent "mad scientist" in Utah, the Old Chub Stick (made with Oskar Blues' Old Chub Scottish Style Ale, beeswax, macadamia nut oil and other ingredients) became a reality late last year. Katechis envisioned it as a promotional giveaway, but sales immediately exceeded expectations. "It took on a life of its own," he said. Next up: perfecting a counterpart balm infused with Dale's Pale Ale, the canning brewery's flagship brand. Laughed Katechis: "It fits in really well with our mission statement: Have fun." \$3 retail.

Made by Oskar Blues Brewery LLC, Lyons, www.oskarblues.com. Also available at the brewery in Lyons and the Boulder Outlook Hotel. ■



BE PRESENT YOGA DUDS

After a post-college stint in Aspen, Amy Lopatin Dobrin decided to go into the women's ski clothing business, but detoured into the yoga niche after her brother Ian Lopatin segued from L.A. entertainment attorney to Phoenix yoga magnate. Starting at her brother's studios in 2002, Amy's pants quickly became the yoga industry standard, and Be Present grew from a basement operation to a 15-employee company with an onsite yoga room. Be Present's line of tops and bottoms are available in seven colors, one for each of the seven bodily energy centers known as chakras. New is the Budokon Pant, a co-branded bottom designed especially for the yoga-martial arts hybrid of its name. Filling the role of Be Present's COO, Amy's husband Jon Dobrin, co-founder of Denver-based eCollege, traded online education for yoga apparel when Amy started selling pants five years ago. Of the switch he said, "It was a blessing for me. It got me

out of chasing quarterly reports and all that corporate mumbo-jumbo." About \$60 to \$80 retail.

Made by Be Present Inc., Englewood, (877) 747-7202, www.bepresent.com. Available at numerous yoga studios throughout Colorado, including Core Power, Om Time, and Daisy Sports. ■

colorado COOL STUFF

BY ERIC PETERSON

DADGEAR

In 2003, following significant globetrotting for his construction-management career, Scott Shoemaker was ready for a change. The then-new dad had beers with then-soon-to-be dad John Brosseau, a corporate IT trainer and a buddy "since fourth grade," and the duo came up with a concept for a line of outerwear and bags for the country's 400,000 stay-at-home dads.

After 18 months of R&D, the DadGear line debuted in spring 2005 with four products: the Diaper Vest, a long-sleeved jacket, and two bags. (Last year they added another bag and launched a complementary ladies' line, DaisyGear.) All products are hands-free, with easy-access windows or pockets for baby wipes, plus features like bottle pockets and stroller hangers. "We love being dads, but we never wanted to be stereotypical dads," said Shoemaker. "We made our products stealthy." \$67 to \$92 retail.

Made by DadGear LLC, Denver, (303) 221-1511, www.dadgear.com. A dealer locator is on the website. ■