

**John Tredennick**

**Title:** CEO and founder  
**Company:** Catalyst Repository Systems Inc.  
**Industry:** Internet document repository  
**Location:** Denver  
**Phone:** 303-824-0900  
**Website:** www.catalystsecure.com

John Tredennick wouldn't have thought of himself as an entrepreneur while he was working at the law firm of Holland & Hart LLP. But his work there was the inspiration for starting Catalyst Repository Systems in Denver.



John Tredennick

Tredennick spent 23 years as a trial lawyer, and also managed a specialized technology group within the law firm. In the 1990s, his first project was developing a system to connect the firm's 10 offices to help facilitate information sharing.

During a complex oil-and-gas industry lawsuit, it occurred to him that an extranet could be used to manage the information for the 340 entities involved.

"It was a huge step forward," he said. "It was a simple idea, but no one saw this application for it."

Eventually, other law firms asked for his help to provide hosting services. In 2000, he gave up practicing law and started a secure document repository for managing discovery and other complex legal matters.

"My wife calls it Google for lawyers," he said.

Despite the company's expansion into international markets, Tredennick doesn't consider Catalyst Repository Systems a success.

"It comes from being a trial lawyer," he said. "Any one day may be great, but I've learned the hard way not to celebrate too soon. Until the final witness is called and the jury is deliberating, you don't relax."

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**Michael Moniz**

**Title:** Founder, president and CEO  
**Company:** Circadence Corp.  
**Industry:** Technology, network optimization  
**Location:** Boulder  
**Phone:** 303-413-8800  
**Website:** www.circadence.com

As a mountaineer, Michael Moniz has learned lessons in patience, perseverance, and the ability to endure mental and physical stress in order to see the view from the summit.

Those same lessons apply to his role as founder, president and CEO of Circadence Corp. in Boulder. The company that makes inefficient



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"The culture of the company was all about appreciating the responsibility to customers, shareholders, the team and the commitment to deliver on the business plan," he said.

Moniz implemented strategies to develop trust with shareholders and to create incentive packages to retain the core executive team.

"The greatest contribution was the executive team's commitment to defer their salaries for two years and even bridge the company so we wouldn't have to raise outside capital," Moniz said. He credits the team of peers he works with for the company's success.

Moniz is also proud Circadence hasn't had to reduce its work force in nine years. "RIFs are the toughest thing for a CEO," he said. "For me, it would be a personal disappointment to let people go because we misjudged the market."

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**Brad Poorman**

**Title:** CEO  
**Company:** Cocona Inc.  
**Industry:** Textile technology  
**Location:** Boulder  
**Phone:** 720-652-9726  
**Website:** www.coconafabrics.com

When he was growing up, Brad Poorman was the one organizing activities and motivating others to have fun. This natural ability to connect with people has helped him through four startup businesses, including Cocona Inc.

Cocona is a small company that uses cocoon-thread technology to enhance sports-wear products for such brands as New Balance, Marmot, Cutter and Buck, and more than 60 others in North America and Europe.

Poorman, 48, teamed with Greg Haggquist and Tom Kallish in 2005 to start Cocona. They unveiled the first product, a cycling jersey from Cannondale, at a trade show just a few months later. Time magazine recognized the "moisture-wicking, odor-absorbing, UV-ray protective polyester" fabric as one of the most amazing inventions for 2005.

"That was the start of the rocket ship," Poorman said.

Cocona produced 20 garments and

ence in a company's success.

"I let them run their business within the company, and I function as a sounding board," he said.

"I make sure people like coming to work. It frees up their minds to move fast and to make the best products for the best brands."

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**Barry Cooper**

**Title:** President and CEO  
**Company:** Cooper Tea Co.  
**Industry:** Beverage  
**Location:** Louisville  
**Phone:** 303-527-1700  
**Website:** www.cooperteacom

Barry Cooper has a knack for opening the door whenever opportunity knocks. It started when he walked into the Lipton Tea room in London when he was 21.

"I felt like I was home," he said.

Since he caught that first sight of a porcelain tea set, he's loved the heritage, stories, taste and tradition of tea.

He started his own tea company after working at Lipton and Celestial Seasonings.

In 1999, 7-Eleven challenged him to develop an all-natural, bag-in-the-box tea concentrate. It took Cooper four years to find the right formula, but he succeeded and Cooper Tea Co. was born.

"I was extraordinarily lucky," he said. "I made use of the opportunity and created Cooper Tea, a fast-growing innovative tea company that has been responsible for changing the tea offerings at the fountain to encompass natural tea products."

Cooper, 64, said the tightly held, private company is profitable, and has grown from offering an all-natural black tea to a sweetened version, a Southern sweet tea, and a green tea with honey and ginseng dispensed from a fountain. Four new tea products are expanding the company's presence in the marketplace.

The award-winning author and international tea master also developed an energy tea that was recently sold to BYB Brands, a wholly owned subsidiary of Coca-Cola Bottling Company Consolidated.

Cooper was raised in Africa and feels fortunate to have been given so many opportunities.



Barry Cooper

If her parents knew their daughter would take over a division of the family business, they would have named it the Marcia Dee Corp.

Instead, Eldon James was named for Marcia Coulson's brothers, who were expected to assume control of the business. She kept the company name and a sense of humor about it, too.

"I'll go for a sales call and sometimes the customer will say, 'I'll be sure to tell your boss what a great job you're doing,'" she said.

Coulson, 50, is president of the company that manufactures high-quality barbed plastic fittings and tubing for use by the medical, pharmaceutical, automotive, food and beverage, and plumbing industries.

Since 2000, the year Coulson took over as sole owner, the company has doubled its sales and increased profitability by 80% percent.

She started her career selling real estate when she was only 18, and learned she had to provide better service than everyone else. Those early lessons in service were carried over to Eldon James.

"When a customer calls, we have people answering the phone, and they're trained to answer just about any question without forwarding the call," she said. "We want our customers to feel good about calling us."

While she was building her business Coulson was raising her three children as a single mom. "One of my biggest achievements was raising three happy, healthy young adults who are on their way."

Coulson remarried last year and, with the help of her husband Bill, built the new EJ Biomed facility in Fort Collins. This facility features a 10,000-square-foot clear room to expand the company's capability to manufacture products for the medical and pharmaceutical markets.

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**Mike Fiore**

**Title:** President  
**Company:** Fiore & Sons Inc.  
**Industry:** Construction  
**Location:** Denver  
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For Mike Fiore, it's bittersweet being the oldest of the sons in Fiore & Sons. "It's great to take on the legacy of my grandfather and father," he said. "But there's a lot of pressure on my brothers and me."

Fiore's grandfather, Ed, started the business in 1959. Today, the third-generation.



Marcia Coulson

