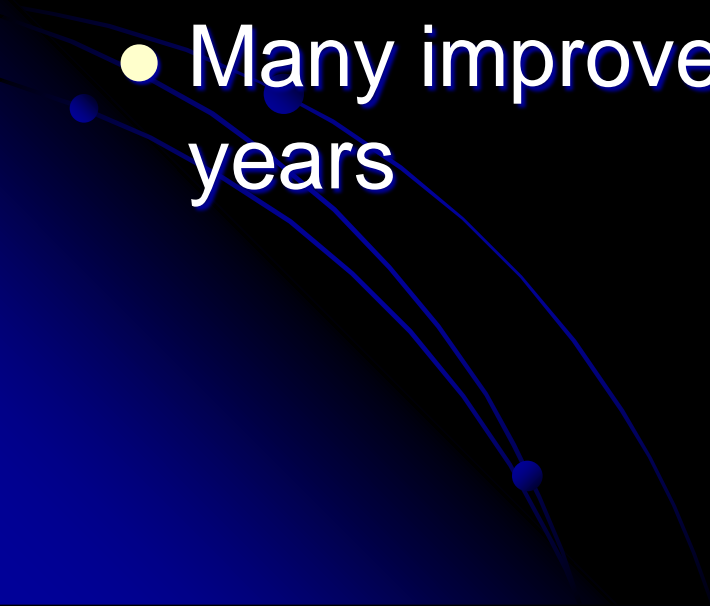


# Economic Gardening

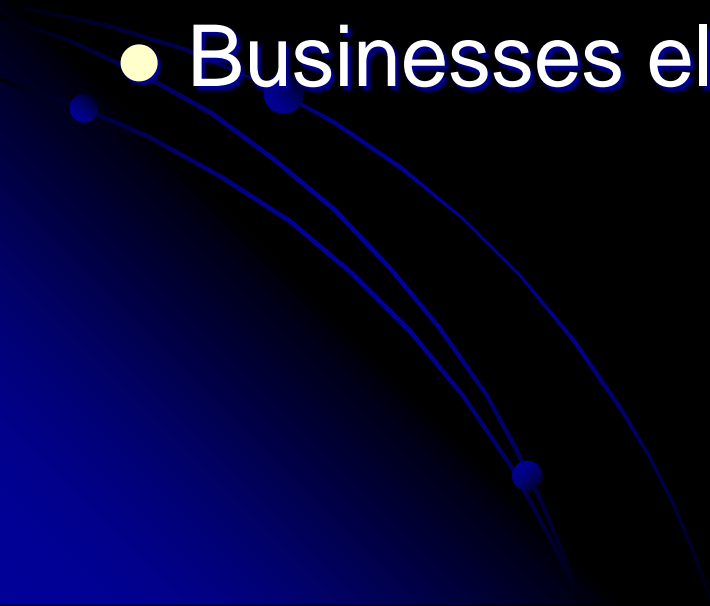
Applications for CalRecycle



# Short History

- Created in Littleton in 1987
  - Focus on growing businesses locally
  - Presentation to CalRecycle in 1999
  - Demonstration project
  - Many improvements in EG over the last 12 years
- 

# Overview

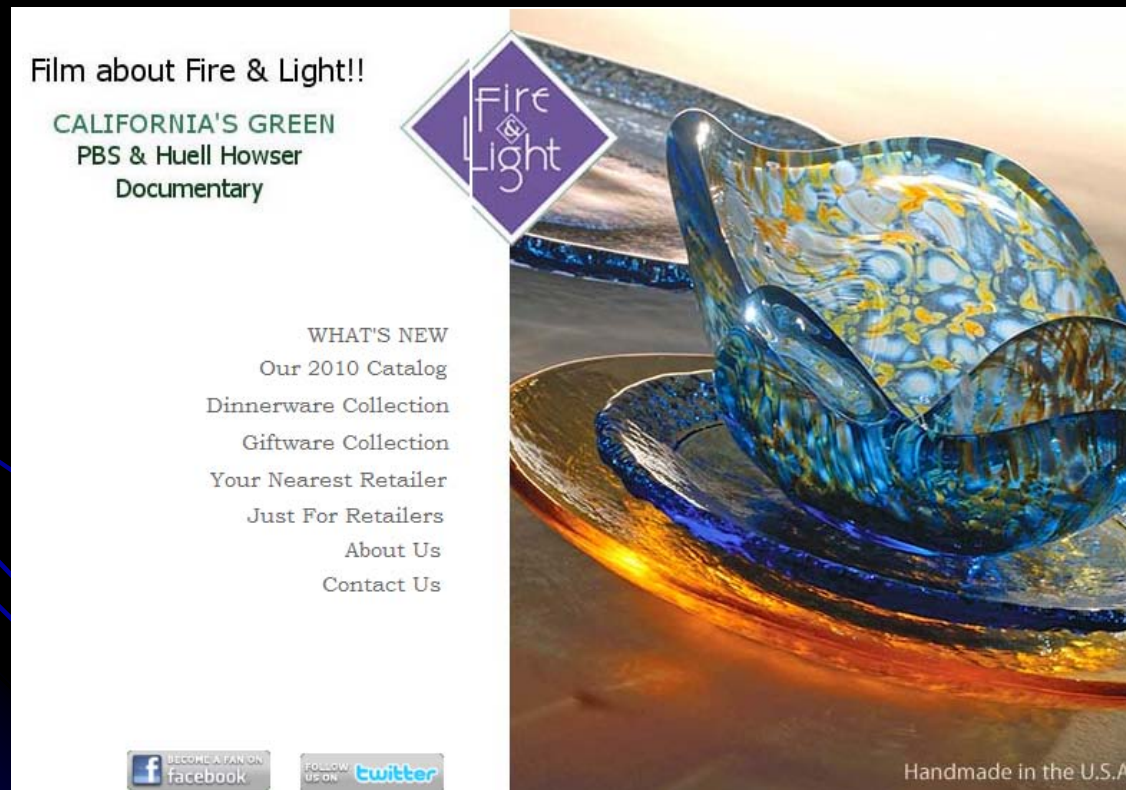
- Run in Business/Industry Affairs Dept.
  - Current staffing: 4 FTE
  - 2011 Budget: \$574,000\
  - Littleton population: 41,000
  - Businesses eligible for services: 2,100
- 

# Possible Uses for Cal Recycle

- Used one of your example businesses
  - *No interview with company*
  - *No clear understanding of issues*
  - *All done long distance*
- Looked at web pages, industry, markets
- This is a working example of how it might be used







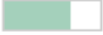






















# Fire & Light SEO

- Review website for optimization and content issues



# Keyword Research

- Research relevant searches on Google
  - For website optimization and paid Internet marketing

Keyword	Global Monthly Searches <sup>?</sup>	Competition	Estimated Avg. CPC	Local Search Trends
☆ recycled glass dinnerware	720		\$2.14	
☆ recycled dinnerware	880		\$1.46	
☆ recycled glass dishware	720		\$0.05	
☆ fire and light dinnerware	110		\$0.05	
☆ recycled glass tableware	58		\$0.05	-
☆ dinnerware collection	4,400		\$1.00	
☆ fire and light glassware	91		\$0.26	
☆ dinner collection	720		\$0.87	
☆ sea glass dinnerware	320		\$3.11	
☆ recyclable dinnerware	880		\$0.05	
☆ glass dinnerware	8,100		\$1.24	
☆ fire and light recycled glass	58		\$0.05	
☆ colored glass dinnerware	320		\$0.74	
☆ sea dinnerware	590		\$1.37	
☆ sea glass dishware	320		\$0.05	

# Current Site Rankings

- Determine current search engine position
  - Find opportunities on the web for advanced SEO

Keyword	Google.com position	Google.com URL	Yahoo (US) position	Yahoo URL	Bing position	Bing URL
glass dishware	9	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	-		147	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>
glass dinnerware	4	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	83	<a href="http://www.fireandlight.com/02about.htm">http://www.fireandlight.com/02about.htm</a>	15	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>
recycled dinnerware	8	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	62	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>	11	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>
recycled glass products	31	<a href="http://www.fireandlight.com/02about.htm">www.fireandlight.com/02about.htm</a>	131	<a href="http://www.fireandlight.com/02about.htm">http://www.fireandlight.com/02about.htm</a>	-	
recycled glass dishware	1	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	-		7	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>
recycled glass dinnerware	1	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	1	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>	3	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>
recycled dishes	6	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	64	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>	5	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>
handmade dishes	77	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	-		-	
recycled glass plates	7	<a href="http://www.fireandlight.com/">www.fireandlight.com/</a>	60	<a href="http://www.fireandlight.com/02about.htm">http://www.fireandlight.com/02about.htm</a>	93	<a href="http://www.fireandlight.com/">http://www.fireandlight.com/</a>

# Technical SEO Issues

- Title and description MetaTags could benefit from optimization
- Website tracking (analytics) is not present
- Most pages have little actual text content, causing the search engines to not “understand” what the page represents
- Content could be improved- generating better rankings and help keep visitors engaged on the site (text, video, blog, etc.)



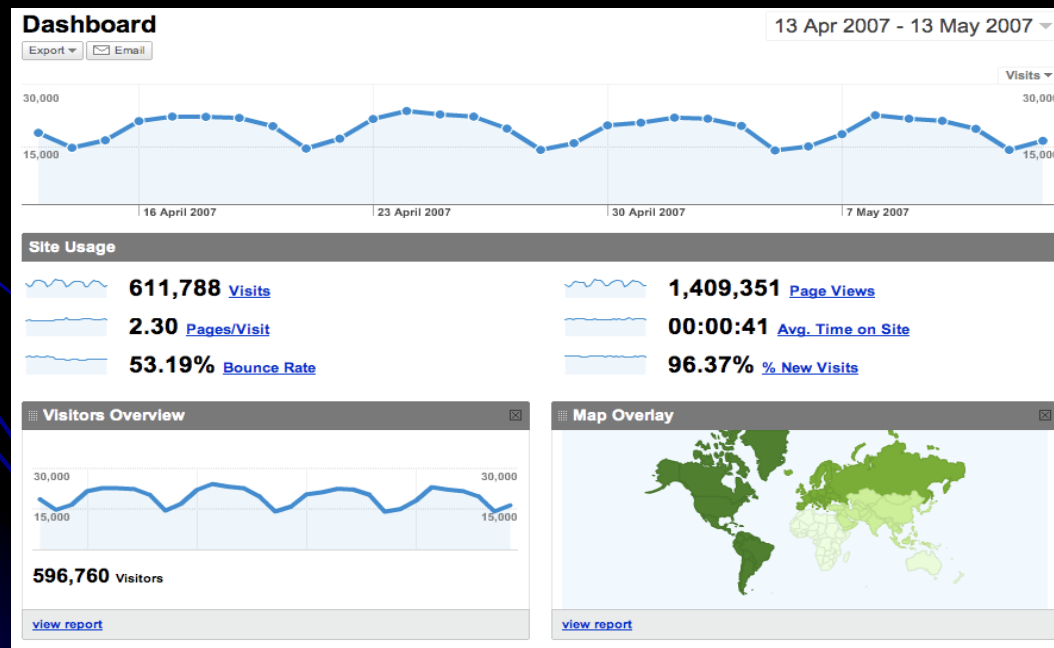
Fire and Light / Dinner Collection - Mozilla Firefox

```
margin-bottom: 0px;
}
</style>
</head>
<body>
<div id="image1" style="position:absolute; overflow:hidden; left:0px; top:2px;
<div id="image2" style="position:absolute; overflow:hidden; left:25px; top:2px;
<div id="image3" style="position:absolute; overflow:hidden; left:768px; top:2px;
<div id="image4" style="position:absolute; overflow:hidden; left:25px; top:14px;
src="images/dinnerware_aboutus.jpg" alt="" title="" border=0 width=79 height=
<div id="image5" style="position:absolute; overflow:hidden; left:104px; top:14px;
src="images/dinnerware_dinnerware.jpg" alt="" title="" border=0 width=139 height=
<div id="image6" style="position:absolute; overflow:hidden; left:243px; top:14px;
src="images/dinnerware_giftware.jpg" alt="" title="" border=0 width=126 height=
<div id="image7" style="position:absolute; overflow:hidden; left:369px; top:14px;
src="images/dinnerware_new.jpg" alt="" title="" border=0 width=83 height=18px>
```



# Tracking with Analytics

- Learn about your website and visitor motivation
  - What keywords they used
  - What sites they came from
  - Where they go on the site



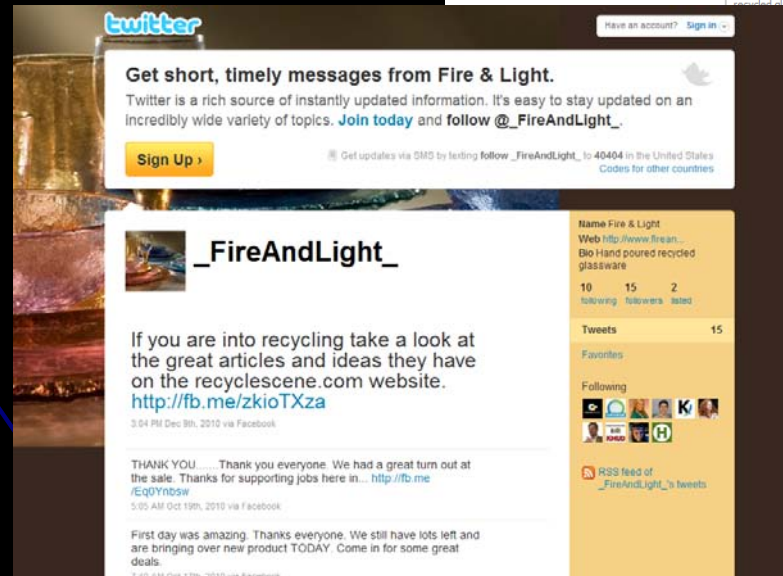
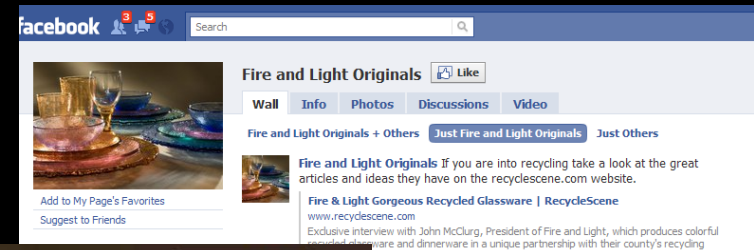
# Content Issues and Suggestions

- Suggest engaging content
  - Text, blog, videos, testimonials, etc...



# Social Media Strategy

- Participate and be seen as the go to expert in eco-glassware
- Create a loyal following
- Grow your brand virally



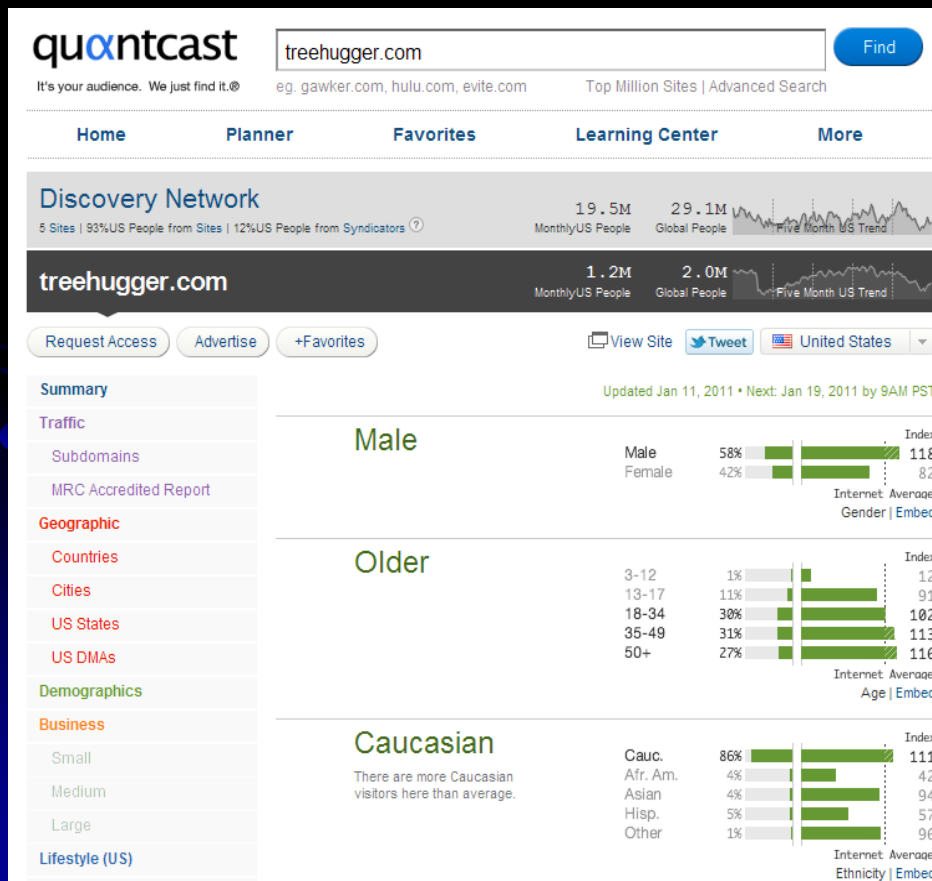
# Targeting Hubs

- Find and engage hubs on the web (watering holes)



# Web Intelligence

- Use novel web tools to learn your market



**Cities**

Data Source: Global Monthly

Updated May 2010 • Next: Jan 2011

CITY:  Find

City	Uniques (Cookies)	Uniques %	Uniques Index	Visits %	Visits Index
Unknown	73,839	3.13	57	3.00	50
New York, NY (US)	31,988	1.36	340	1.54	227
Los Angeles, CA (US)	30,702	1.30	245	1.35	182
San Francisco, CA (US)	25,979	1.10	533	1.25	394

**Audience Also Likes**

Data Source: United States Monthly

Updated Jul 2010 • Delayed - Next: Jan 2011

	Affinity	
Science/Nature	85.0x	
Auto News & Info	7.7x	
Science & Technology	7.1x	
Home & Gardening	6.9x	
Politics & Commentary	6.5x	

# Gift Industry Overview



- Size
- Competitors
- Trends



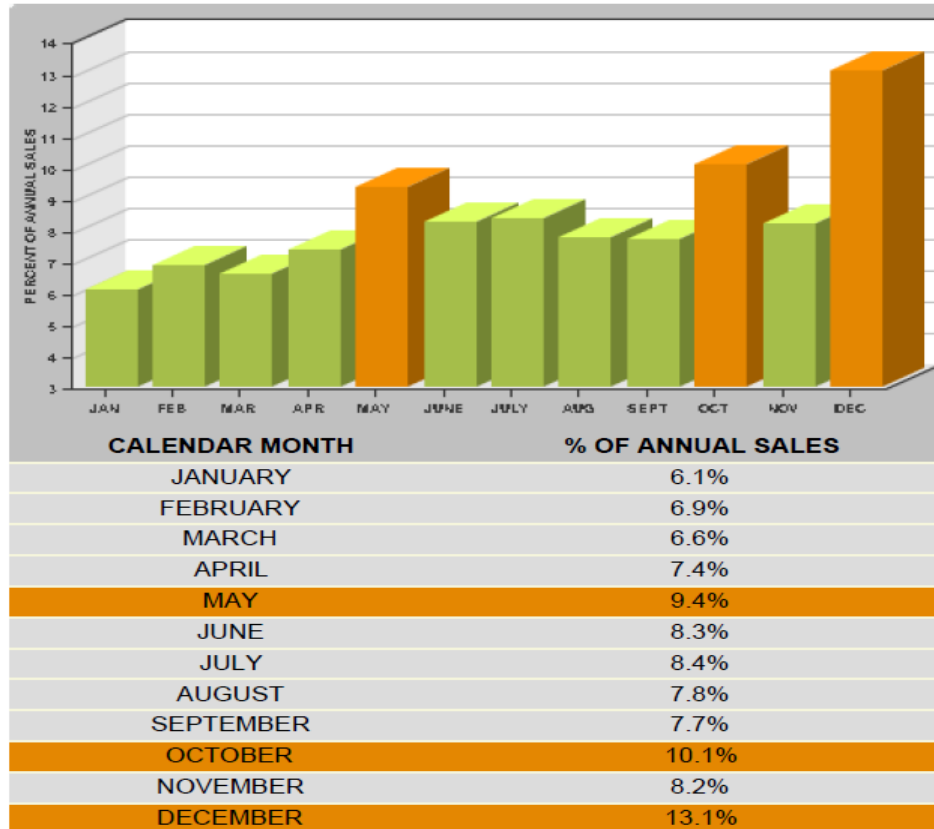
# Peak Sales

Ad-ology® Industry Marketing Insights

GIFT SHOPS in the all US Markets

## PEAK SALES MONTHS/SEASONS

In 2009, May, October and December were the peak sales months for gift, novelty and souvenir stores.  
[Source: "Annual Retail Trade Report." *U.S. Census Bureau*, 31 Mar. 2010. Web. 13 Apr. 2010.]



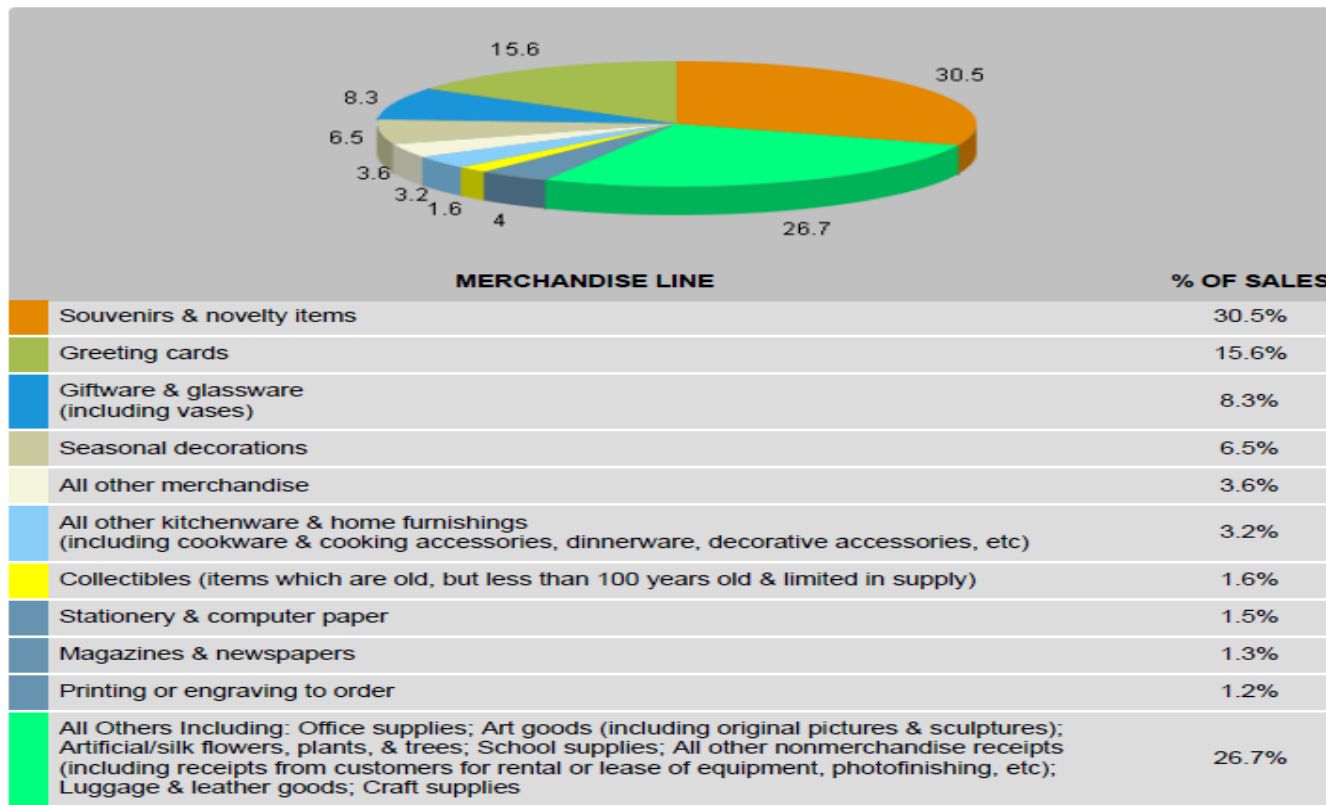
# Giftware & Glassware Sales

Ad-ology® Industry Marketing Insights

GIFT SHOPS in the all US Markets

## TOP PRODUCT CATEGORIES

Based on sales data from Gift, Novelty, and Souvenir Stores across the United States, these include...





# Track Industry Trends

## Marketing

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[Autos](#) [Consumer Goods](#) [Fashion/Clothing](#) [Fast Food](#) [Financial Services](#) [FMCG](#) [Food/Drink](#)

[Home](#) : [News](#) : A third of consumers now shopping via mobile

by [Ed Owen](#), 10 January 2011, 9:23am [Be the first to comment](#)

### A third of consumers now shopping via mobile

Mobile retailing has exploded in the past year, with almost one third of shoppers having used an m-commerce site, and the number of people completing a transaction quadrupling, new research suggests.



Christmas shopping: third of shoppers used their phone to buy goods



increase as staffing levels are reduced, which can create opportunities for criminals. Shoplifting, organized retail crime, and employee theft can drain business resources.

#### Trends & Opportunities

##### BUSINESS TRENDS

**Gift Spending Increasing** - Customers are spending more on gifts and giving gifts more frequently on occasions other than the winter holidays. The percentage of spending on gifts for occasions such as birthdays and anniversaries has increased, indicating the growing importance of non-holiday merchandise, according to Unity Marketing. Gift retailers are looking for ways to appeal to customers who might be hunting for a more general friendship gift or travel souvenir.

**Sourcing Through the Internet** - While gift retailers still rely on trade shows, trade publications, and manufacturers sales reps to make merchandising decisions, an increasing number of companies are turning to manufacturer websites. Many buyers are using the Internet to look for new products and review vendors.

**Fewer Specialty Gift Shops** - The number of specialty gift shops has declined 21 percent from 2003 to 2008,

according to Unity Marketing. Increasing competition from mass merchandisers and Internet retailers has squeezed the traditional gift shop owner. The most successful gift stores have expanded their product lines to include personal care, jewelry, and fashion items to appeal to boutique shoppers.

##### INDUSTRY OPPORTUNITIES

**Internet Leverage** - Companies can leverage rapid growth in online retailing and reach customers beyond local markets by offering products for sale through the Internet. Retail websites can be especially helpful for stores with specialized merchandise appealing to a limited audience. Some vendors will drop ship merchandise directly to customers who order from a gift store's retail website. Some companies, such as Hallmark, sell e-card subscriptions and will even mail paper cards for customers.

# The Giftware Consumer



# Identify Customer Demographics

Ad-ology® Industry Marketing Insights

GIFT SHOPS in the all US Markets

## TARGET CUSTOMERS

Consumers seeking gifts for a variety of occasions, especially holidays, birthdays, graduation, anniversaries, and baptisms.

Gift retailers report that vendors have switched their primary target demographic from Baby Boomers to Generation X.

[Source: Fulbright, Judi and Caroline Kennedy. "Strategizing to Survive." *Gifts & Decorative Accessories*. Sanow Media LLC, 1 Dec. 2009. Web. 15 Apr. 2010.]

By income, the average amount spent on giftware was broken down as follows:

- \$100,000 annually - \$1,129
- \$75,000–\$99,999 - \$1,503
- \$50,000–\$74,999 - \$1,353
- less than \$50,000 - \$840

Industry professionals urge gift retailers to target the bridal market, especially as more couples are selecting unique products for their registries and registering at more places. If gift retailers do offer registry service, they should consider incorporating it with the Internet. 69% of couples use the Internet to manage their registry during their engagement.

[Source: Nestoras, Bessie. "Bridal and Your Store: The Perfect Match." *Gifts & Decorative Accessories*. Sandow Media LLC, 1 Mar. 2010. Web. 15 Apr. 2010.]

### Greeting Cards

The following are the top DMAs in which adults purchased greeting cards in the past month:

1. Detroit
2. Philadelphia
3. Minneapolis/ St. Paul
4. Harrisburg/ Lancaster/ Lebanon/ York, Pa.
5. Portland/ Auburn, Maine
6. South Bend/ Elkhart, Ind.
7. Omaha, Neb.
8. Albany/ Schenectady/ Troy, N.Y.
9. Des Moines/ Ames, Iowa
10. Milwaukee, Wis.

[Source: "Market-by-Market." [MRI](#). Mar. 2009.]

## TARGET CUSTOMERS BY MILE RADIUS

Most customers are drawn from a 3 mile radius. general market areas observed by the Urban Land Institute for

# Identify Competitors

**Nexis®**

Start Page | Project: None | View (0) | Preferences | Sign Out | Contact

Easy Search™ - News (Last T... > ("green gifts") (816) > Document (20/816)

SearchSourcesHistory & Alerts

ShowFull with Indexing

Search within resultsFilter by Date

20 of 791

Next StepsEdit Search

Create Alert

Best Selling Green Gifts This Holiday... Add to

Send2Press

December 9, 2009 Wednesday 11:39 PM GMT

## Best Selling **Green Gifts** This Holiday Season at Bambeco, the Stylish Eco-Retailer and Purveyor of Fashionable Green Products ...

**LENGTH:** 495 words

**DATELINE:** MOOREFIELD, W.Va.

A look at the best-selling holiday items from stylish and innovative eco-retailer bambeco ([www.bambeco.com](http://www.bambeco.com)) reveals that shoppers are looking for gifts that are not just fabulously chic but are also made with Mother Nature in mind. Bambeco sellers are made from recycled and re-purposed natural materials such as bike chains, recycled stainless steel and natural fibers hemp and organic cotton.

"We are thrilled with the initial response to our first holiday collection," said Susan Aplin, CEO of bambeco. "As an eco-friendly retailer, we don't print catalogs, it simply feels incompatible with our core message of environmental stewardship. Therefore, we are gratified that customers are finding us through alternative marketing methods including social and traditional media and online special interest forums. We are also seeing a high rate of repeat customers, who are in turn refer their friends."

Following are bambeco's top selling **green gifts**:

- \* Bike Chain Bottle Opener. Perfect for an eco-friendly beer aficionado, this colorful bottle opener is made from recycled bike chains and anodized aluminum and is available in red, silver, green and blue (\$10.00).
- \* Business Card Case. This flip-top design is reminiscent of the 50's but has a modern twist - it's made from stainless steel produced with environmentally friendly methods using recycled scrap steel (\$15.00).
- \* Slate Trays. Formed under pressure over hundreds of millions of years, slate is revered for its beauty and durability. These natural slate trays originate in a well-managed quarry and have endless uses as serving boards, cheese boards and more (\$15-20.00).
- \* Recycled Glass Wine Carafe. This classically styled wine carafe is a triple threat: It's made of 100 percent recycled glass, has a large mouth and slanted rim for easy pouring and filling, and is hard to tip thanks to its wide base (\$19).
- \* Trail Tree Skirt and Stockings. Printed by hand with non-toxic, water-based, eco-friendly inks on a premium fabric made from hemp and blended with organic cotton (Trail Skirt Sold Out. Stockings \$25.00).

To find out more about the standards and practices that bambeco applies to all of its products, partners and manufacturers that earn them the bambeco earth-friendly seal of approval, visit [www.bambeco.com](http://www.bambeco.com) or join them on [twitter.com/bambeco](https://twitter.com/bambeco) or Facebook to learn more.

Bambeco is the home furnishings and decor company where your eco-conscious self intersects with your home and lifestyle needs. Bambeco curates the best green products and presents them in one easy-to-navigate shopping experience for the consumer who knows you don't have to sacrifice style and value to be green. Launched on Earth Day 2009, bambeco celebrates bamboo, the planet's most renewable and versatile resource, and ecology, the essential relationship we have with our natural environment.

This story was issued by and is copr. © 2009 Send2Press®; Newswire, a service of Neotrope®.

# Competitor Information - Overview

Gaiam, Inc.

Corporate Overview

## Location

360 Interlocken Boulevard  
Broomfield, CO, 80021  
Jefferson County  
United States

**Tel:** 303-222-3600

**Fax:** 303-464-3700

**Toll Free Tel:** 800-720-2104

↳ [www.gaiam.com](http://www.gaiam.com)

## Company Web Links

[Corporate History/Profile](#)

[Executives](#)

[Financial Information](#)

## Contents

[Industry Codes](#)

[Business Description](#)

[Product Codes](#)

[Brand/Trade Names](#)

## Quote Symbol - Exchange

GAIA - NASDAQ

**Sales USD(mil):**

278.5

**Assets USD(mil):**

212.2

**Employees:**

519

**Fiscal Year End:**

31-Dec-2009

**KeyID<sup>SM</sup>:**

43763713

**Industry:**

Motion Pictures

**Incorporation Date:**

07-Jul-1988

**Company Type:**

Public Parent

**Quoted Status:**

Quoted

**Chief Executive Officer, Director:**

Lynn Powers

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[News Releases](#)

[Products/Services](#)

[Financial Data](#)

[Market Data](#)

[Key Corporate Relationships](#)

[Additional Information](#)

▼ Collapse All Sections

## ▼ Industry Codes

### ANZSIC 2006 Codes:

7000 - Computer System Design and Related Services

5511 - Motion Picture and Video Production

4310 - Non-Store Retailing

### NACE 2002 Codes:

9211 - Motion picture and video production

5261 - Retail sale via mail order house

7240 - Database activities

### NAICS 2002 Codes:

45411 - Electronic Shopping and Mail-Order Houses

454113 - Mail-Order Houses

518111 - Internet Service Providers

# Competitor Credit Rating

Gaiam Inc

Credit Report as of 08/01/2010

## Location

833 W South Boulder Rd  
Louisville, CO 80027-2452  
United States

**County:** Boulder  
**MSA:** Boulder-Longmont, CO

**Phone:** 303-222-3600  
**Fax:** 303-464-3700  
**URL:** <http://gaiam.com>

**KeyID<sup>SM</sup>:** [43763713](#)

**ABI<sup>®</sup>:** 987288263

**Annual Sales:** \$278,473,000 (USD)  
**Employees:** 519

**Facility Size(ft<sup>2</sup>):** 40,000+

**Business Type:** Public  
**Location Type:** Headquarter

**Ticker:** [GAIA](#)  
**Exchange:** NASDAQ

## BUSINESS CREDIT RATING

A+(100)

A	B	C	U	I
A+ 95+	B+ 85-89	C+ 75-79	Unknown	Institution
A 90-94	B 80-84	C 70-74		

## RECOMMENDED CREDIT LIMIT \*

\$50,000 (USD)

## Primary Line of Business:

**SIC:** 7812-03 - Audio-Visual Production Service  
**NAICS:** 512110 - Motion Picture & Video Production

## Secondary Lines of Business:

**NAICS:** 541613 - Marketing Consulting Svcs  
**SICs:** 8742-13 - Marketing Programs & Services

**Years in InfoUSA Database:** 10+

# Executives



Account Type: Basic

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Gaiam is a lifestyle company offering products and services to customers who value the environment, a sustainable economy, healthy lifestyles and personal development.

Gaiam (pronounced "guy-um"), is a fusion of the words "Gaia" and "I am". Gaia, mother Earth, was honored on the Isle of Crete

... [more](#)

Employees (205)



**Vice President, Digital Business Development**

[Eric L.](#), Greater New York City Area



**President of Retail and DRTV**

[Bill S.](#), Greater New York City Area



**Development**



**Director, eCommerce Partnerships and New Business Development**

[Kristen F.](#), Greater Denver Area



**Director of Corporate Finance**

[Julie B.](#), Greater Denver Area

# Competitor Strengths/Weaknesses



## Gaiam, Inc.

### Strengths/Weaknesses (SWOT)

	Helpful to achieving the objective	Harmful to achieving the objective
Internal Origin (attributes of the organization)	<b>Strengths</b> <ul style="list-style-type: none"> <li>• Wide Business Operations</li> <li>• Dominant Market Position</li> <li>• Strong Liquidity Position</li> <li>• Expanding Market Share in Sector</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• Declining Operating Margin</li> <li>• Low Return on Equity</li> <li>• Revenue Concentration in the US</li> </ul>
External Origin (attributes of the environment)	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• Growing LOHAS Market</li> <li>• Positive US Retailing Industry</li> <li>• Strategic Growth Initiatives</li> <li>• Growth of e-Retail Industry</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>• Risks Associated With Suppliers</li> <li>• Changing Consumer Behavior</li> <li>• Intense Competition</li> <li>• Increase in Counterfeit Products</li> </ul>

### Overview

Gaiam, Inc. (Gaiam) engages in providing information about life styles, healthcare products and services in the US. The company's wide business portfolio and dominant market position are its major strengths, even as declined operating margin remains an area of concern. Going forward, current economic slowdown and high competition in the US may impact the company's performance. However, the positive outlook for LOHAS market and its strategic growth initiatives could present new growth opportunities to the company.

### Strengths

#### Wide Business Operations

Gaiam offers a broad assortment of products and brands in its portfolio, which helps it to cater to the diverse needs of its customer base. The company offers a wide range of lifestyle and healthcare products that include apparel, personal and beauty care products, gifts, home and garden equipment, fitness products, outdoor products and DVDs related to yoga and health fitness. It also engages in developing children's programs, which helps children grow imaginatively, physically and mentally. Gaiam develops and markets music and audio CDs and publishes printed content. Further, it designs and installs solar energy systems and markets related renewable energy products. The company operates in three reportable segments namely, Business, Direct to Consumer, and Solar. During the fiscal year 2009, it generated 50.5% of its revenue from the Direct to



**MARKETING**



# California Gift Shops with 1M-10M in Sales

	A	B	C	D	E	F	
1	Company Name	Address Line 1	Address Line 2	City	State Or Province	5 Digit Zip Code	Te
2							
3	5001 Gift Shop	5001 E 2nd St		Long Beach	California	90803	56
4	Aahs Gifts	14612 Ventura Blvd		Sherman Oaks	California	91403	81
5	ABI USA	2987 S Alameda St		Vernon	California	90058	32
6	ANGELGIFTS.COM	195 Mast St		Morgan Hill	California	95037	40
7	Antiques & Things	5807 Pacheco Blvd		Pacheco	California	94553	92
8	Aramark Muir Woods Gift Shop	Muir Woods National Monument		Mill Valley	California	94941	41
9	Art For The Sol	272 Forest Ave		Laguna Beach	California	92651	94
10	Bear Mountain Gifts	2255 Fair St		Chico	California	95928	53
11	Big Sur Bazaar	47520 Highway 1		Big Sur	California	93920	83
12	Bird In Hand	320 Broadway St		Chico	California	95928	53
13	Bonnie's Gift Shop	17 Municipal Wharf	Ste B	Santa Cruz	California	95060	83
14	Canterbury Gardens & Gifts	2402 S Escondido Blvd		Escondido	California	92025	76
15	Christmas Decor	18491 Road 232		Porterville	California	93257	55
16	Coach House Gifts	3300 Broadway	Ste 526	Eureka	California	95501	70
17	Coach House Gifts	900 Dana Dr	Ste C41	Redding	California	96003	53
18	Coach House Gifts	1050 Shaw Ave	Ste 1041	Clovis	California	93612	55
19	Coach House Gifts	3200 Naglee Rd		Tracy	California	95304	20
20	Cobblestone Cottage	24335 Magic Mountain Pkwy		Valencia	California	91355	66
21	Dandelion	55 Potrero Ave		San Francisco	California	94103	41
22	Double R Gifts	1611 E Main St		Barstow	California	92311	76
23	Fashion House & Gifts	445 Grant Ave		San Francisco	California	94108	41
24	Flower Shop & Gift Express	229 W Ridgecrest Blvd		Ridgecrest	California	93555	76
25	Folks Art	4158 Piedmont Ave		Oakland	California	94611	51
26	Foothill Mercantile	121 Mill St		Grass Valley	California	95945	53
27	Fred Segal	8118 Melrose Ave		Los Angeles	California	90046	32
28	Gift Center	700 State Dr		Los Angeles	California	90037	21
29	Gift World	1815 Hawthorne Blvd	Ste 362	Redondo Beach	California	90278	31
30	Gifts & Linen	826 Grant Ave		San Francisco	California	94108	41
31	Gifts Gone Gourmet	1320 W Mccoy Ln		Santa Maria	California	93455	80
32	Gold Frankincense Myrnh Gift	3150 Bear St		Costa Mesa	California	92626	71
33	Good Earth Plant & Flower Co	7922 Armour St		San Diego	California	92111	85

# Find Contacts by Job Title



Welcome, **ClearTruck36** ( 1 ) **Unrated** Points: 5,892 **Support** | **Log Out**

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Ex: IBM or John Doe or CEO or jd@jigsaw.com



## Gaiam, Inc.

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[Research](#)

[Contact Changes](#)

**Website** [www.gaiam.com](http://www.gaiam.com)

**Overview** Founded in Boulder, Colorado in 1988, Gaiam is a provider of information, goods and services to customers who value the environment, a sustainable economy, healthy lifestyles, alternative healthcare and personal development. Gaiam (pronounced "guy-um"), is a fusion of the words "Gaia" and "I am" Gaia, mother Earth, was honored on the Isle of Crete in ... [view more and edit](#)

**Headquarters** 833 W South Boulder Rd  
Louisville, CO, 80027-2452, USA [map](#)

**Phone** +1.877.989.6321

**Industries** Healthcare, Pharmaceuticals, & Biotech; Personal Health Care  
Products Retail: Retail Other Consumer Services: Consumer Services  
Other

**Employees** 363

**Revenue** \$226.20M

**Ownership** Publicly Traded - NASDAQ : [GAIA](#)

**Last Updated** [HugeForm43](#) ( 3,514 ) **Unrated** on 12/16/2010 [Report Abuse](#)

### 93 Contacts at this Company

C-Level	8
VP-Level	15
Director-Level	23
Manager-Level	23
Staff	24
<hr/>	
Sales	12
Marketing	18
Finance & Admin	24
Human Resources	4
Support	4
Engineering & Research	1
Operations	5
IT & IS	10
Other	15

[see all](#)

### Recent Contact Changes

#### Added contacts

[Chad Kilpatrick](#)  
Director International Finance...  
Added 12/16/10

[Akui Taveras](#)  
NY Information Technology Mana...  
Added 12/16/10

[Bob Young](#)  
Purchasing  
Added 12/15/10

#### Graveyard contacts

[Gary McDougle](#)  
Operations Executive  
Updated 01/09/11

[Dean Backscheider](#)  
Vice President  
Updated 12/31/10

[Allen Backscheider](#)  
Vice President  
Updated 12/31/10

[see all](#)

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# Locate New Retail Projects

The McGraw-Hill Companies

McGraw Hill  
CONSTRUCTION
Network<sup>®</sup>

Wednesday, January 12, 2011

Welcome, Recca
Main menu
Projects
Companies
Folders
Plan room
Leads
Analytics
Admin
Help
SIGN OUT

Search projects > Project search results (New Saved Search) > Report

Report Viewer
customize

Print

- Print project listing
- Print project capsule
- Print full project details

Track:
Select project folder
Track
Alert
Delete

view 1 per page 1 - 1 of 1 items 1 of 1 pages << prev 1 next >>

Report
Firms
Bidders
CSI
Plans
Specs
Addenda
Map

Fairgrounds Marketplace Retail Center (MASTER REPORT)

200800728410 v8

W side of Hover St, North of Home Depot  
Longmont, CO 80501 USA  
CO(BOULDER)

Action stage: Delayed  
Bid date:  
Valuation: \$ 1  
Owner type: Private

Project Overview

Project type: Supermarket/Convenience Store, Shopping Center/Strip Mall.  
Report type: Project  
Sub project count: 0  
First publish date: 06/25/2008  
Prior publish date: 07/21/2010  
Publisher: McGraw-Hill Construction Dodge  
Type of Work: New Project  
Status: On hold in masterplanning - Further action indefinite pending decision to proceed  
Publish date: 12/20/2010

Key Contacts and Bid Documents

Architect: M J Cassutt Architect, Michael Cassutt 7563 S Salida Ct Centennial, CO 80016-1844 (USA) , Phone:303-771-0113, Fax:303-400-1098, E-mail:reception@mjcarch.com, http://www.mjcarch.com  
Email ID : reception@mjcarch.com  
Owner-Builder/Developer Charmar Property Acquisitions, Dennis Smith 2041 Business Center Dr Ste 110 Irvine, CA 92612-1105 (Private): (USA) , Phone:949-474-2216  
Notes: PCNW01

Additional features: commercial retail center on 26 acre site - grocery store - 2 pad sites

# Identify New Markets

Topic or interest

dinner party

ZIP/postal code or City

Search

## Trending “dinner party” Meetups

Sign up for the Weekly Calendar email

Wed  
Jan 12  
4:30 PM



**Great Specials at Steiner's  
(S. Las Vegas Blv...**

in Las Vegas, NV

**43 40's+ Singles**

A Meetup of:

[The Las Vegas 40's+ Singles Group](#)

Thu  
Jan 13  
9:00 PM



**Twisted Taco in Roswell!  
50% off coupon link insi...**

in Roswell, GA

**28 Girlfriends**

A Meetup of:

[The North Georgia Women's Social Group](#)

Fri  
Jan 14  
6:30 PM



**Late at the V&A Museum/  
Matt Colloshaw install...**

in London, United Kingdom

**68 Linkies**

A Meetup of:

[Arts Link London](#)

Sat  
Jan 15  
10:00 AM

**Scavenger Hunt**

in Wellington, New Zealand

**26 Yes · 2 Waiting**

A Meetup of:

[The Wellington Wonders Group](#)

1,087 Meetup Groups match “dinner party”

Show me:

GROUPS

UPCOMING MEETUPS

Sort by:

BEST MATCH

MOST MEMBERS

NEWEST



(25 ratings)

**Tucson, AZ**

**73 food lovers**

### Tucson Dinner Party Meetup Group

Do you like to cook while exploring new recipes to taste the great foods of the country and the world? Do you like to share your kitchen creations with other adventurous diners? Do you enjoy hosting **dinner** parties of eight to twenty guests, especially if the guests do most of the cooking? Is so, then this meetup group might be for you. We would like to organize **dinner** parties for eight to twenty plus participants, rotating the venue amongst the members' homes. The size of the **party** will depen ...

Jan  
22

**Unique Kitchen Tools Gift  
Exchange Dinner Party**

Saturday 7:00 PM


Everybody occasionally sees some unique kitchen tool, usually designed to do one job very well, that they never buy for themselves because it is so si... [Read more](#)

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## Gifts & Handicrafts Trade Shows & Events

### CALENDAR

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<a href="#">May 11</a>	<a href="#">Jun 11</a>	<a href="#">Jul 11</a>	<a href="#">Aug 11</a>
<a href="#">Sep 11</a>	<a href="#">Oct 11</a>	<a href="#">Nov 11</a>	<a href="#">Dec 11</a>

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- [Germany](#)
- [India](#)
- [Italy](#)
- [Russia](#)
- [Switzerland](#)
- [United Arab Emirates](#)
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## 20 - 23 January 2011

# INDIA STONE MART 2011

## Largest Exposition on Stone Industry

Export Promotion Industrial Park, Jaipur, India

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### Gifts & Handicrafts Trade Shows


The right business platform presenting a full spectrum of all gift trade show, gift expo, craft/handicraft trade shows, homeware expos, household crafts trade fairs, paintings exhibitions, antique tradeshow and engraving & embroidery tradefairs, etc. In this section you can preview a well up-to-dated tradeshow catalog pertinent to gifts, arts, decorative items & accessories, souvenirs, crafted greetings, greeting cards, watch and clock, etc. facilitating you to choose the best for you.

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 1 ridiculously huge coupon a day. It's like doing Denver at 90% off!  
[www.Groupon.com/Denver](#)

**Hong Kong Toys & Games Fair**  
**Date: 10-JAN-11 to 13-JAN-11**  
**Hong Kong Toys & Games Fair** is second the largest toy fair in the world and is the largest toy fair. The upcoming edition of the show will be the 38th edition of the show. In the last edition of the show over 1900 exhibitors had participated from 38 countries and regions to increase their knowledge about the latest products launched by the industry. **Hong Kong Toys & Games Fair** will provide a [business opportunity](#) to the toys companies to showcase their different types of toys to the customers. The fair will give them an opening to attract new customers and also know what the latest demand in the market is.  
**Venue:** Hong Kong Convention & Exhibition Centre (HKCEC), Hong Kong, China (Hong Kong S.A.R.)

**International Antique & Collectors Fair-Ardingly**  
**Date: 11-JAN-11 to 12-JAN-11**  
**International Antique & Collectors Fair-Ardingly** is a comprehensive exhibition for antiques industry in UK. The event will showcase wide rang of products from furniture,

## TODAY: iPads for \$23.74?




**80% SAVINGS**

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Recca Larson

Add Connections



Gift & Home Trade Association

The new GHTA group!

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About this Group

Created: June 30, 2009

Type: Professional Group

Members: 236

Owner: Diane Jones

Website: <http://giftandhome.org>

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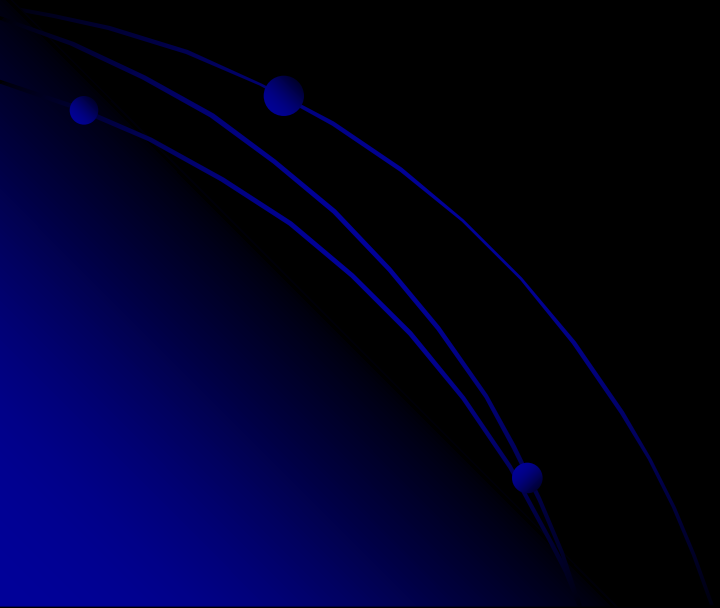
Language

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# Resources Needed

- Database services subscriptions
- Database researcher
- SEO expert





# End

