

colorado

biz



GEN XYZ

COLORADO'S 25 MOST INFLUENTIAL YOUNG PROFESSIONALS p. 22



**THE ANSCHUTZ
MEDICAL CENTER
PARADOX**
p. 42

**TOP 250
PRIVATE
COMPANIES**
p. 46

**THE PUSH FOR
NATURAL-GAS
VEHICLES**
p. 14

**SPECIAL SECTION:
COLORADO CLEANTECH
INDUSTRY ASSOCIATION**
p. 53

COLORADO'S TOP 25 YOUNG PROFESSIONALS FOR 2011

THEY'RE YOUNG, THEY'RE TECH-SAVVY

and they're undaunted by the lingering economic downturn that has now persisted almost half of some of their professional careers. They're also givers, involved in their communities. But most of all, they're doers.

This is the 2011 edition of "Gen XYZ," our second annual look at 25 professionals under 39 we judged to be the most influential in Colorado by virtue of their accomplishments, their unusual drive and the impact they've had on their communities, whether by giving their time, donating their professional expertise, or inspiring others to do the same.

As the judges of the entries that flowed in, we had a tough time whittling the many thoughtful submissions of these standout young professionals down to 25 – and an even tougher time selecting a top five, which we profile in more detail along with the 20 additional honorees on the following pages.

ColoradoBiz was assisted in the Gen XYZ nomination process by the Colorado Springs Young Professionals, which solicited entries from its more than 1,700 members, including chapters in Denver and Pueblo.

ColoradoBiz recognized these 25 individuals and their companies at a special Gen XYZ celebration on Sept. 29.

—Mike Taylor, *ColoradoBiz* managing editor

GEN XYZ

PHOTOGRAPHS BY JEFF NELSON





JOSH STEWART, 38

XJET

Founder saw need to fortify aircraft owners with more than fuel

Ask the president of XJet what it takes to make a business fly in a bad economy, and he's quick to answer.

"A great idea, a lot of passion and a strong team," Josh Stewart says. "We've worked our tails off to make this business a success."

Stewart is a bit out of breath. He's just stepped off the plane and he's calling from his native Ireland.

A gentle accent reveals his Irish roots.

"I like to say I was just a wee boy trying to live the American dream when I moved," he says with a laugh.

XJet's success shows that he met his goal. The company, which provides a flight department and amenities to business people and others who own jets, had a 60 percent increase in revenue last year.

"What I noticed was that other companies were really just selling fuel. That's what our competitors are doing," says Stewart, 38. "But we're not a gas station. We flipped the business model."

Service is critical to the success of XJet, which launched in 2005.

"We have a club, and the members of the club own aircraft. We provide the gas, the hangar, everything it takes to run that plane. And then we figure out a way to provide a little more."

Offering more often means getting to know the clients, he says.

"We know what hotels they like to stay in, and we know what movies their children want to watch," he says. "This business model — this focus on great service — really works."

Among the many awards the company has won, Stewart is particularly proud of the fact that the facility at Centennial Airport has won an American Architecture award for design. It makes XJet an ideal location to host charitable events for such groups as Men for the Cure and the Boys and Girls Club.

XJet is in the process of expanding; it's setting up international offices in Dubai and Paris. But despite the company's growth, some things won't change.

"We have around 40 people now, and they're all great at what they do," Stewart says. "They're what make this company great."

It was the team, not one individual, that nominated Stewart for the Gen XYZ Award.

"Josh has invited many of the XJet team to attend seminars that focus on maximizing the human potential," the team wrote when nominating him. "XJet is run on the belief that we are all active participants in the success of the company and that success is something we can all be proud of."

Henning Schymik, general manager of XJet, says Stewart has the faith of his employees because of his passion.

"He truly believes in what he's doing," Schymik says. "His ideas come nonstop. He's intuitive and inspirational, and he truly loves his job and all of us who work for him."

— Maria Cote



DAVID SINKEY, 33

PROFESSIONAL POSITION: Principal and director of marketing, sales and land procurement, Boulder Creek Builders

PATH TO SUCCESS: The graduate of the University of Colorado's Leeds School of Business joined Boulder Creek Builders' predecessor, Cessna Associates, in 2000. He has developed sales and marketing tools that have helped the company target demographic groups, such as baby

boomers and empty nesters, who want to buy smaller homes. "It's that real narrow focus of understating the psychological and demographic details of our buyer group that allows us to create a nuanced product that really works for us," Sinkey says.

MAKING AN IMPACT: Sinkey is an Eagle Scout and a private pilot. He helped grow the company by adding new communities, new employees and by moving the company's headquarters to a more prominent location in downtown Louisville.

CONNECTING WITH THE COMMUNITY: Sinkey is involved with chambers of commerce in Boulder, Louisville, Longmont, Superior and Erie. Charities the company supported in 2011 through contributions include the Emergency Family Assistance Foundation, Colorado Public Radio and the American Cancer Society.

WORDS TO LIVE BY: "I grew up in this industry, and my dad was a part of this industry," Sinkey says. "I had a mission to continue what we were doing and get better and better at doing it."



JENNIFER LUCERO-ALVAREZ, 33

PROFESSIONAL POSITION: Senior account executive, Hispanidad, a Denver marketing and advertising agency

CAREER ACHIEVEMENT: One of Lucero-Alvarez's primary clients at Hispanidad is the Colorado Department of Transportation. CDOT has tasked Alvaraz and her team to create culturally and

linguistically relevant campaigns to increase seat belt and child passenger safety seat usage within the state's Hispanic community.

MAKING AN IMPACT: Lucero-Alvarez helps to mentor and empower young Hispanic women through the Circle of Latina Leadership. She is also active in the Hispanic Chamber of Denver's Today's Emerging Latino Leaders' (TELL) board of directors and leadership committee. And she also heads up the Professional Development Committee, overseeing a curriculum designed to aid and nurture the growth of young Latino professionals.

CONNECTING WITH THE COMMUNITY: Lucero-Alvarez volunteers as a state-certified bilingual child passenger safety technician for Child Passenger Safety Team Colorado and serves on the Board of Directors for Safe Kids Metro Denver. She also manages the agency's annual pro-bono marketing program, Su Causa es Nuestra Causa (Your Cause is Our Cause).

PRaise from a colleague: Says Laura Sonderup: "As Jennifer's manager, I watched her progress and development with great enthusiasm. She welcomes the opportunity to take on new responsibilities and challenges."