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## Piemaker bakes up plans for nationwide expansion

**K**ini Christie is ready to conquer the nation with her homemade pies. Not so long ago, her landscaping business became a victim of the recession.

At the urging of friends who enjoyed her homemade pies, she started baking more and sold them online and at farmer's markets. The Niwot baker opened **My Mom's Pie** in October 2008, using recipes handed down from her mother and grandmother.

Now, she's searching for a storefront in either Boulder or Denver, planning to expand her online shipping numbers, exploring whether or not to franchise the concept around the United States and talking to stores back east about carrying the pies.

But it wasn't an easy start. "I thought, 'How in the world could I make a homemade pie and possibly make a living?'" she says. "Then I got married to Jeff, who's a chef and has the production know-how." It was a breakthrough when they figured out how to make workable dough in a regular commercial mixer.

She recently won two prizes in the Search for the Perfect Pie Contest, which was hosted by **KHOW** radio's **Gabby Gourmet** and **John Lehndorff**, former food critic for the Rocky Mountain News. She captured the apple pie category as well as the specialty pie gold, preparing a marionberry/raspberry pie.

"Our vision is to have storefronts around the nation," Christie says. "I feel there's no good homemade pie anymore."

Make your mouth water by visiting [www.mymomspies.com](http://www.mymomspies.com).

**DO THE RIGHT THING:** It was like herding cats, trying to collect essays about corporate ethics, social responsibility and sustainability from 17 **Daniels College of Business** professors, plus one from the University of Denver's **Sturm College of Law**.

So why was **James O'Toole** willing to take on this challenge?

"It was absolutely self-serving," said O'Toole, the Daniels Distinguished Professor of Business Ethics. He and **Dan Mayer**, Daniels Professor in Residence, edited the book. "We wanted to show to the world that the faculty at the Daniels College was committed to what we call good business, and more than any other business school. We believe we have that commitment and dedication throughout the ranks of our faculty. It's reflected in the research we do and the curriculum we offer to our MBA students."

The book is titled "Good Business: Exercising Effective and Ethical Leadership" (Routledge, \$24.95, available at the University of Denver bookstore and Amazon.com) and is the first publication from the new **Institute for Enterprise Ethics** at Daniels, which is on the Uni-

versity of Denver campus.

The book is dedicated to **Dan Ritchie**, former DU chancellor, and **Carl Williams**, who funded the new institute. "And it probably also would have been dedicated to Bill Daniels, were he still alive," O'Toole says. "Those three business leaders steered the Daniels College in the direction of supporting ethics and sustainability as the heart of the curriculum."

**FORE! THOUGHT:** Former **Denver Broncos** kicker **David Treadwell** is part of **Pro Legends Golf Inc.**, based in Greenwood Village. The new company sets up celebrity pro-am golf tournaments, mainly through the **Major League Baseball Alumni Association**, with which it's teamed to schedule 22 events nationwide through 2011.

"The overall business plan is to bring together professional sports and other professional legends — in some cases from TV and movies — together with the average guy to play golf at exclusive country club settings, on high-end golf courses," says co-founder **Scott Sherwood**, 49 (his partner is **Tom Lutes**, 57). Event winners will be eligible to play in the championship, to be held in Hawaii.

There's also the **Broncos Alumni Tournament**, July 19, at **Lakewood Country Club** (Treadwell is president of the Broncos alumni group), and an Aug. 9 tournament at Vail's **Red Sky Ranch**, which will include baseball alumni, A's and Broncos players, and actor **Kevin Sorbo**.

Info: [www.prolegendsgolf.com](http://www.prolegendsgolf.com).

**TEACHABLE MOMENTS:** Here's a nice employee benefit: **SquareTwo Financial** opened **SquareTwo University** — "SquareTwoU" — in May, offering free classes to employees on a wide range of subjects. The Denver-based company, which has a staff of 214, specializes in asset recovery and management.

The workers asked for it — "In every survey we did, that came up," says **Kim Bingham**, senior vice president of human resources and organizational development. "For us to continue to grow and be a leader in the industry, we thought instruction was the most important thing we could offer to employees and partners."

The company also offers the classes to legal and business professionals outside of the company who are part of its **SquareTwo Financial Partners Network**.

There are more than 340 classes, with topic areas including leadership and presentation skills, introduction to the Internet, email and PC, Microsoft Office software, global business communication, computer technology, professional development, compliance and more.

SquareTwo offers both online and classroom teaching.

"I think it's an exciting time in our organization," Bingham says. "I think this is the greatest thing we could give to our employees and partners."

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### Street Talk



Bruce Goldberg



Kim Bingham



James O'Toole