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Street Talk

# Staubach most gracious to an ardent Cowboys fan

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The sale of the Staubach Co. real estate firm recalls a great day in the life of a Denver Business Journal colleague, who shall remain anonymous but whose last name rhymes with "fill in."

Company founder Roger Staubach, former quarterback of the Dallas Cowboys, was making a rare visit to Denver to visit the local offices. Ms. Chillin' -- Texas-born and bred -- begged and pleaded to accompany the real estate reporter to the interview.

And it was well worth it. Staubach was incredibly gracious to Ms. Chillin', making her float on air, like a ball that's been tossed 50 yards. And when some lackey reminded Staubach that he had another appointment, he said he was staying until he signed everything Ms. Chillin' wanted.

Reminders to Ms. Chillin' about the sacred New York Giants defeating the Cowgirls en route to becoming Super Bowl champions last year have not been well-received.

Jones Lang LaSalle is buying Staubach Co. for \$613 million.

IT'S HOT, IT'S COOL: Want to adopt renewable energy and energy-efficiency practices at your company -- but don't know where to start?

Check out the National Renewable Energy Laboratory's Executive Energy Leadership program, six months of classes for business and government folks.

"This class is intended to identify and work with professionals who have a high degree of influence in the marketplace," says Dan Arvizu, NREL director.

NREL currently is conducting year two of this program. "We kind of measure the indirect factors," Arvizu says, when asked about results from the inaugural class. "How useful is this to individuals as they go about their business? Did it change the way they do their work? The testimonials have given us confidence it has changed the way these individuals are doing their jobs."

Don Fitzmartin, a member of the first-year class, is a fan. "I can't say enough good things about the NREL folks," says Fitzmartin, senior vice president at CB Richard Ellis in Denver. He says he learned about "energy efficiency, renewable energy, how the world needs to change, and steps for us to make those changes."

"As the world's largest real estate firm, there's a huge opportunity to have an impact." He said CB Richard Ellis worked on 15,000 projects last year and manages 1.7 billion square feet of real estate worldwide.

The most helpful things Fitzmartin learned were:

Efficient design that enables one to put more people in the same amount of space. Position new buildings for north-south access, allowing for better control of sunlight and heat into the facility.

The importance of insulation. "Glass, window coverings and more efficient lighting technology that produces less heat can dramatically reduce cooling costs for the building," he says.

Dave Noel, vice president of operations and technology at the Denver Museum of Nature and Science, also was in the first-year class. "What impacted me the most was the opportunity for policy change; a lot of them [class members] are municipal people," he says. Noel added that the class helped him figure out financing options and engineering methods as the museum planned for its recent installation of a 100,000-watt photovoltaic array on the roof.

Arvizu says the program has generated lots of interest, including from people outside of Colorado. Thus NREL may develop a similar program elsewhere with other labs.

Info: 303-275-3859 or [www.nrel.gov/energyexecs/graduates.html](http://www.nrel.gov/energyexecs/graduates.html).

HAPPY ANNIVERSARY: There are plenty of business folks who belong to the Lakewood Country Club, which is celebrating its 100th anniversary this year.

But it's none of your business who they are.

"We have bank presidents, lawyers, doctors, businessmen and businesswomen, interior designers and clothing designers," says Frank Orten, general manager, talking about some of the professions that make up the membership of 450. But he can't give out any names. "There's anonymity for members," he says, rightfully pointing out that's what you ought to get for an initiation fee of \$53,000. Monthly dues are \$470.

The country club is honoring its anniversary with events such as a black-tie formal event (held March 1) and a special golf tournament Aug. 23. Players will use old-style hickory stick clubs and "gutta percha" golf balls, which first were used in 1848. "They were very hard balls, hard enough to damage the wooden clubheads," Orten says. "Because of that, that's when iron clubs became popular. It will be unique for our members to play with old technology." Also, it'll use a Scotch format (alternate shots), rare these days.

The club recently completed a \$17 million renovation, and has a new clubhouse, pool, poolhouse, maintenance facility and irrigation system.