

DENVER

BUSINESS JOURNAL

VOL. 58, NO. 14 OCTOBER 6-12, 2006 76 PAGES \$2.00



JUMP AND PLAY

Franchise business gets kids moving. **A15**



INSIDE
Dick Notebaert, top man at Qwest, will be honored as the CEO of the Year. **SECTION B**

INSIDE



THE ARTS

Gallery's owners talk about art in Denver. **A3**



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Health care fight in public view

UnitedHealthcare, HealthOne try to win supporters

BY AMY FLETCHER
DENVER BUSINESS JOURNAL

UnitedHealthcare and HealthOne are taking their case to brokers and employers, hoping to garner support in their long-running contract dispute over rising health care costs.

The two companies are holding briefing sessions, answering questions about cost and quality rising from their stalemate over a new contract and making their arguments to key players.

Both are seeking to defend their positions in stalled contract negotiations that have prompted the state's largest health insurer to exclude Denver's largest hospital system from its provider network. That's caused patients to scramble for new hospitals or pay higher copays and deductibles to go to HealthOne facilities, which were cut out of United's network as of midnight Aug. 31.

The exclusion, which includes HealthOne's seven hospitals and 10 surgery centers in the Denver area, comes during open enrollment

— a critical time for insurers when employers and employees choose their insurance plan for next year.

While many large employers already have decided which plan or plans they will offer next year, Frontier Airlines—which employs about 5,000 people nationwide—recently dropped UnitedHealthcare from its health plan menu in favor of rival Cigna.

"After HealthOne hospitals and related facilities

SEE HEALTH, A49

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QUOTE OF THE WEEK

"A turning point implies you can exhale. You can never exhale." — Dick Notebaert; See B4



street talk

Free furniture

Take advantage of the slow real estate market: Get some free furniture thrown in when you buy that new home.

Berkeley Homes has one of the more unusual home-



buying incentives going on until Dec. 31: Buy a Berkeley home by year-end, spree at Furniture Row at closing.

Furniture Row's brands include Sofa Mart, Oak Express, Bedroom Expressions, Denver Mattress and Furniture Row Outlet.

Is the homebuilder worried about too much success? This could cost a lot.

"There's no limit" on the number of homebuyers who can qualify, says PR rep Alicia Olson of Lawcomm.

Berkeley Homes metro-area projects include The Hearth at Highlands Ranch (McArthur Ranch Road and Quebec), The Village at Centennial (Arapahoe

Maryland investor eyes more metro hotels

BY PAULA MOORE
DENVER BUSINESS JOURNAL

RLJ Development LLC hasn't finished shopping for hotels in metro Denver.

The Bethesda, Md., hotel investor closed on the purchase of 13 Denver-area hotels in late September, and has its eye out for more.

Last month's deal was part of a \$1.7 billion transaction that included 100 properties acquired from White



Tom Baltimore is the president of RLJ Development LLC.

Lodging Services Corp. RLJ plans to close on another 13 hotels in the White Lodging portfolio the next 18 months.

"We like growing markets, ones that are early in recovery," said RLJ Development President Tom Baltimore. "We think now is a good time to

be buying in the greater Denver area. We like the dynamics."

Baltimore added that downtown Denver's newly expanded Colorado Convention Center and 1,100-room Hyatt Regency Denver convention hotel add to that dynamic.

Headed by CEO Robert L. Johnson, RLJ Development is one of the country's largest black-owned real estate investors. Its parent company is The

SEE HOTELS, A52

DETAILS

RLJ Development LLC
Business: Hotel investment
Portfolio value: More than \$2.5 billion
Headquarters: Bethesda, Md.
CEO: Robert L. Johnson
President: Tom Baltimore
Parent: The RLJ Cos.

Bow River funds flow

BY RENEE MCGAW
DENVER BUSINESS JOURNAL

Bow River Capital Partners is looking for more money — and more young companies to invest in.

The 3-year-old Denver private equity fund recently began raising its second fund, with a minimum target of \$50 million and maximum of \$75 million. The closing date is Nov. 30.

The fund's investment strategy will be similar to that of Bow River's first fund, raised in 2003. It will target Rocky Mountain-based companies involved in manufacturing, distribution, transportation, business and consumer services, financial services, natural resources and real estate.

Bow River generally doesn't invest in biotechnology or high technology companies, preferring "old-world economy busi-



KATHLEEN LAWRIE | BUSINESS JOURNAL

SEE BOW RIVER, A52

Blair Richardson is managing partner at Bow River Capital Partners.

Master's show at Gallery M

BY AMY FLETCHER
DENVER BUSINESS JOURNAL

Gallery M is marking its 10th year in Cherry Creek North and the Denver Art Museum's new building this month with a master's show including works by Marc Chagall, Pablo Picasso and Henri Matisse.

The 80-piece show runs Oct. 20-22 at the gallery, one of only six U.S. venues to get the exhibition.

With the show, Gallery M's owners — husband and wife Myles and Myrna Hayutin and their son Mason — also celebrate their hopes for the future of the local gallery scene. The family, like other metro-area gallery owners, hope the art museum's heightened status because of its new Frederic C. Hamilton



Myrna Hayutin is the director of Gallery M located in Cherry Creek.

SEE GALLERY M, A51

GALLERY M: Owners select art that's uplifting, appeals to collectors, 'pushes the envelope'

FROM PAGE A3

wing rubs off on the Denver art community as a whole. The addition opens Oct. 7.

Gallery M already is having its most successful year in 2006, according to the owners, and stands to get even more of a boost this fall from the museum expansion.

St. Louis native Myrna Hayutin, who is legally blind but can still see the art she loves, and Mason Hayutin recently discussed art, the art museum and the gallery business with the Denver Business Journal. Mason, who calls his mother Myrna because "that's the way it should be in business," was on the phone from Phoenix.

DBJ: How has the local art scene changed over the years?

MASON HAYUTIN: The level of sophistication is much higher. We couldn't do a master's show if the level of sophistication wasn't there.

DBJ: What are people buying now?

MYRNA HAYUTIN: They're buying everything. We don't have 10 artists with the same look. The same with photographers. It's the artists' work and expertise and their creative ability that attracts people. I had someone in the other day, and all they wanted was aspen trees, but that's not our focus.

MASON HAYUTIN: The things we sell are paintings, photographs and sculpture. We represent 30 international artists, who are leaders in their medium. People are buying things that are inspiring and different; that's the distinction between fine art and poster art.

DBJ: How will the expansion of the Denver Art Museum help the local gallery scene?

MASON HAYUTIN: We're hoping the museum is a new reason for people to want to come to galleries. In Cherry Creek North, we're known lately for dealing with parking more than people. But Cherry Creek is where people end up after they go to the Denver Art Museum because of its relaxed ambiance.

We compete for the collector who's going to Santa Fe, so we're hoping the new art museum realigns that whole focus. It's frustrating that people don't put their money where their love is in Denver. You don't have to travel to New York or Santa Fe or San Francisco to have fine art.

MYRNA HAYUTIN: We hope the museum will elevate the gallery scene, though it may divide international and national galleries from local ones.

DBJ: How do you choose art for the gallery?

MYRNA HAYUTIN: We choose it instinctively, and we know our collector base. We pick work we think they should be interested in.



Myrna Hayutin, director at Gallery M in Cherry Creek, with some of the works currently on display.

KATHLEEN LAVINE | BUSINESS JOURNAL

MASON HAYUTIN: A lot of artists want to be in our gallery, so we created a special online program. Artists submit their portfolios online to see if we can sell their work to our collectors. We charge a monthly fee for the program and split sales with the artists. Online we're up from 1 million views in 2004 to 2.5 million.

We started our Web site when the gallery started 11 years ago. We're only one year younger than Yahoo. We've sold so much art online, we may as well be the Yahoo of fine art.

MYRNA HAYUTIN: We don't do online pricing, though, except for books, because we want to develop relationships with our collectors. We want to talk to them, even if it's through e-mail.

DBJ: Who are some of your favorite artists?

MYRNA HAYUTIN: You can tell by whose art we have. [Photographers such as Margaret Bourke-White and Alfred Eisenstaedt, and painters including Palla Jeroff, Jessica Rice and Robert Heindel.] I believe art should be uplifting. I don't like to see blood and guts on the wall. I'm excited

about work that pushes the envelope. When I look at art, I want it to say something, to have meaning.

MASON HAYUTIN: What's amazing about art in general is it causes you to learn things you had not thought of before. Howard Schatz is so inspiring. He transformed himself from being a world-renowned eye doctor to a world-renowned photographer.

Following what someone has done as an artist might be influenced by walking into the Denver Art Museum. People can go there and see masters, and then go to galleries and buy them.

DBJ: What does the "M" in Gallery M stand for, by the way?

MASON HAYUTIN: The name came from a dinner conversation. We were trying to think of names for the gallery, and came up with Gallery M since the three of us have names starting with "M."

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