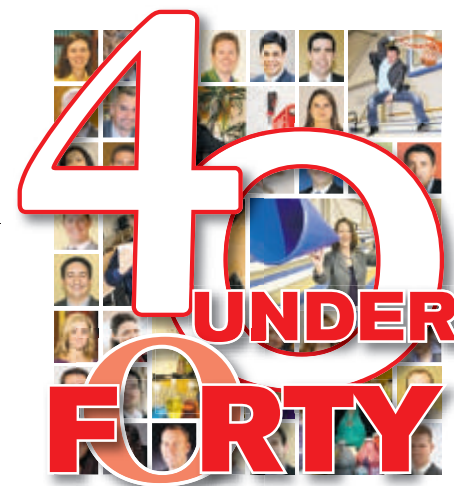


NEW MEXICO BUSINESS WEEKLY

40 Under Forty View NM's next generation of leaders in these pages
See insert



NEW TO TOWN Tamaya brings Hyatt veteran Colleen Kareti to its Santa Ana Pueblo property **3**

MARKET MENTORS Santa Fe International Folk Art artists get help from some powerful women **4**

VOL. 17 NO. 20

VISIT NEWMEXICO.BIZJOURNALS.COM FOR THE LATEST LOCAL BUSINESS NEWS

JULY 15-21, 2011 \$2.00



FOB
What's Mahlon Love Jr. been up to since retiring? **7**



HEALTHY BODY
Nuvita adds clients, plans for an office in Denver **3**

INSIDE

FOB.....	7
GIVING BACK.....	12
MOVERS.....	13
BIZ LEADS.....	14
VIEWPOINT.....	19



'New normal' fuels sales of small biz



RANDY SINER | NMBW

BY STEVE GINSBERG | SPECIAL TO NMBW

For the first time in two years, the pace of small business sales picked up dramatically in the second quarter. Albuquerque's top small business brokers all had multiple sales during the quarter, and Grubb & Ellis New Mexico's John Lastra closed five deals.

"Sellers have realized and understand where the economy is. Last year, they were taking a wait and see, hoping for things to get better. They realized the new norm and decided to take

Print Mart Inc. owner Robert Perea assembles an order of spiral journals the company is producing.

Small businesses for sale

	Asking price	Cash flow	Location
Midas franchise	\$99,000	NA	Santa Fe
Gas station/convenience store	\$100,000	\$56,056	ABQ
Property management	\$260,000	\$140,000	Angel Fire
Coffee house	\$179,000	\$73,000	Santa Fe
Cellular phone store	\$65,000	\$36,000	Albuquerque
Chocolate company	\$185,000	\$36,850	Santa Fe
Oil/gas services	\$3.6 million	\$452,756	Farmington
Beauty salon	\$22,000	\$33,432	Rio Rancho

Source: Bizbuysell.com

less," said Lastra, a 27-year veteran of small business sales. "The buyer's pool is more confident, and the seller's pool realized the economy is not changing. If their cash flow is down 20 percent, their sale price has

to be down as well." Lastra's deals ranged from an Internet business to a pet grooming operation. The largest deal, closed on July 1, was for a remodeling operator

SEE SALES 17

Optomec targets new markets, plans for revenue surge

BY KEVIN ROBINSON-AVILA | NMBW SENIOR REPORTER

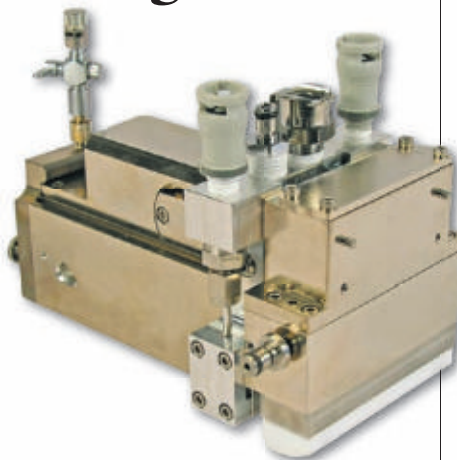
Optomec Inc.'s latest laser-printing system for electronic products could push the company into the mainstream of semiconductor manufacturing.

Until now, the Albuquerque firm has sold its high-tech printing systems to research and development customers, such as universities and laboratories.

Optomec released a new system in June that the company says will allow manufacturers to rapidly and accurately print sophisticated "electronic interconnects" on integrated circuits, including three-dimensional designs that can add more speed and functionality to things like smart phones.

The new system, called the Aerosol Jet "Marathon Series," paves the way for high-volume production of the elec-

SEE OPTOMECC 17



COURTESY OPTOMECC

This is Optomec's new Marathon Series print engine prior to its installation in the Aerosol Jet printer.

Tourism Department uses Billy the Kid scavenger hunt to drive tourism

BY MEGAN KAMERICK | NMBW SENIOR REPORTER

A new statewide tourism promotion harkens back to New Mexico's Wild West mystique while incorporating the latest in social media technologies.

The "Catch the Kid" promotion encourages New Mexicans to hit the road to locations around the state on a hunt for Billy the Kid, using their smart phones and computers.

The New Mexico Tourism Department unveiled the promotion this week, which it developed in partnership with M&C Saatchi, the company that holds the advertising and marketing contract for the state. Saatchi won an Adri-

SEE BILLY 18

'Catch the Kid' is the state Tourism Department's summer tourism promotion, which uses technology to help residents 'hunt' for the famous outlaw.



COURTESY NM TOURISM DEPT.



BREAKING NEWS DAILY:

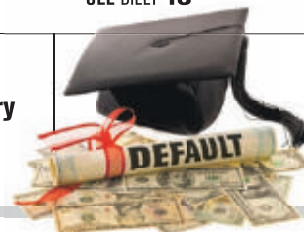
Sign up for FREE daily e-mail updates

www.newmexico.bizjournals.com/account/register



THIS WEEK'S LIST

Nonpublic Secondary Schools 9



Focus on EDUCATION

Soaring tuition costs leave NM college students scrambling to pay the bill

SALES: Pace of purchases of small businesses improved significantly in the second quarter of this year

FROM PAGE 1

who has sales in excess of \$3 million. Lastra doesn't disclose sale prices. One of his higher profile deals was Cake Fetish, a two-store cupcake retailer that was acquired by Bill Harris after owner Ron Koerner retired. Harris has plans to add multiple satellite locations.

Dan Lewis sold his Rio Grande Rustics to a Dolores, Colo.-based investor because he plans a run for the congressional seat now held by U.S. Rep. Martin Heinrich, D-NM. Rio Grande Rustics is an Internet furniture retailer that will now operate out of Dolores.

Lastra said all his deals were seller-financed and required a 30 percent down payment. He has two deals pending in the next 60 days and predicts his 2011 deal flow will beat both 2010 and 2009.

Lastra's comments are reflected in the latest data compiled by BizBuySell.com, a national marketplace for small business sales. Buyers in Albuquerque are seeing median asking prices of \$292,500. At the end of Q2 2010, the median asking price for businesses in Albuquerque was \$408,000.

This year's second quarter listed businesses in the Albuquerque area recorded median revenue of \$584,587, down from

\$806,974 for the same period last year. The median cash flow, meaning the money that comes out of the business over the course of a year, was \$98,025 last quarter, versus \$139,548 last year. According to BizBuySell.com, business owners in the Albuquerque area on average will ask for a revenue multiple of .69 (down from .86, year over year) and a cash flow multiple of 3.07, compared to 3.38 in 2010.

For small business entrepreneurs with a successful formula, it's a good time to take advantage of lower valuations and expand. That is what Robert and Brandi Perea did for their printing operation, PrintMart Inc. The Pereas acquired One Stop Business Shop in the North Valley from Carolyn Hocke. It's a small print shop at 6804 Fourth St. NW. The acquisition gives PrintMart Inc. its third location in the Duke City.

"The deal will allow us to get our revenues over \$1 million next year, and in just one month, we have been able to improve One Stop's margins. She was outsourcing her orders to other printers, and we can do the work in house," said Robert Perea. "My wife and I are still young, and we have decided to try to max this business out. We would like to get to seven to 10 locations

and increase our employees from the 13 we have now and grow to 20."

Perea, 45, is negotiating to buy two other mom and pop print shops and is considering expansions to Santa Fe and Las Cruces. With real estate prices down, he is considering acquiring a building instead of his current leased spaces.

Hocke sold for health reasons, said broker Bob Cortez of the Corporate Investment Business Brokerage LLC in Albuquerque.

New small business owners to the Duke City metro include a pair of husband/wife teams: Sue and Ned Kirch and Jamie and Roger Linn.

The Kirchs acquired Just Muffin Around, a popular bakery and deli at 4400 Wyoming Blvd. NE, from Marcy Henderson, who retired.

"We loved the food and thought this was a great opportunity. The business is doing well and we don't plan to change it, but we may open a new location," said Sue Kirch, who formerly worked for the Albuquerque Public Schools as an education assistant.

That deal was brokered by Wayne Unze of NAI Maestas & Ward.

Unze has a new colleague at Maestas, Todd Strickland. Strickland, an Atlanta transplant with an extensive sales back-

ground, will work with Unze to help "New Mexico entrepreneurs value and market their businesses."

"We got more listings in June, as people are coming to terms with the new reality," Unze said.

He also sold Don Juan's Paint & Body, a collision repair shop at 2855 Ruffina St. in Santa Fe. Beron Briscoe is the new owner of the business, founded in 1983 by Carlos Garcia, who sold it to Briscoe.

The Linns relocated to Tijeras from Las Vegas and are building their home on 100 acres in the East Mountain village. They acquired a Chunks O'Fruti franchise and will begin distribution this month to convenience stores, art galleries, car washes and fitness clubs. The Linns believe the frozen fruit on a stick concept has many retail possibilities.

Jamie Linn was an IT consultant and Roger Linn was an Arena League football quarterback. They plan to have children and wanted a business they could operate out of their home. To start the business, the Linns paid a \$25,000 franchise fee and will invest around \$130,000 to launch the concept, Jamie Linn said.

steveginsberg@hotmail.com | 505.281.0580

OPTOMEC: An industry analyst says the company is addressing a market niche ahead of competitors

FROM PAGE 1

tronic packages manufacturers need to operate tiny intelligent devices, said Mike O'Reilly, Aerosol Jet product manager at Optomec.

"We look at this as a breakthrough technology that will enable us to reach the manufacturing floor and spur a lot more rapid growth of the company," O'Reilly said. "In R&D markets, we generally just sell one or two machines at a time. But on the manufacturing floor, customers might need 20 or 30 machines to meet production requirements, which opens huge markets for us."

Optomec President and CEO Dave Ramahi said he expects release of the Marathon Series to push the company's revenue up by at least 50 percent, and possibly 100 percent, by next year.

Optomec reached \$9 million in revenue in 2010, up from \$7.5 million in 2009 and \$5.2 million in 2008. With the Marathon Series, Ramahi said Optomec aims to reach \$75 million by 2015.

"We've received the first multi-orders for the new technology," Ramahi said. "One customer is putting in a pilot production line with four Marathon machines. Next year, as we get past successful pilots, we'll start seeing customers order a lot more systems."

Optomec's Marketing Director Ken Vardaman said the firm will ramp up its assembly and quality control operations in Albuquerque to handle increased sales

Optomec originally created its laser printers with technology licensed from Sandia National Laboratories in 1997.

It sells two machines: the Laser Engineered Net Shaping, or LENS system, to make metal-based components, and the

Aerosol Jet for printed electronics.

LENS uses a laser to melt powdered metals into pools. It uses the melt to draw, or print, computer-designed products, building components up one layer at a time.

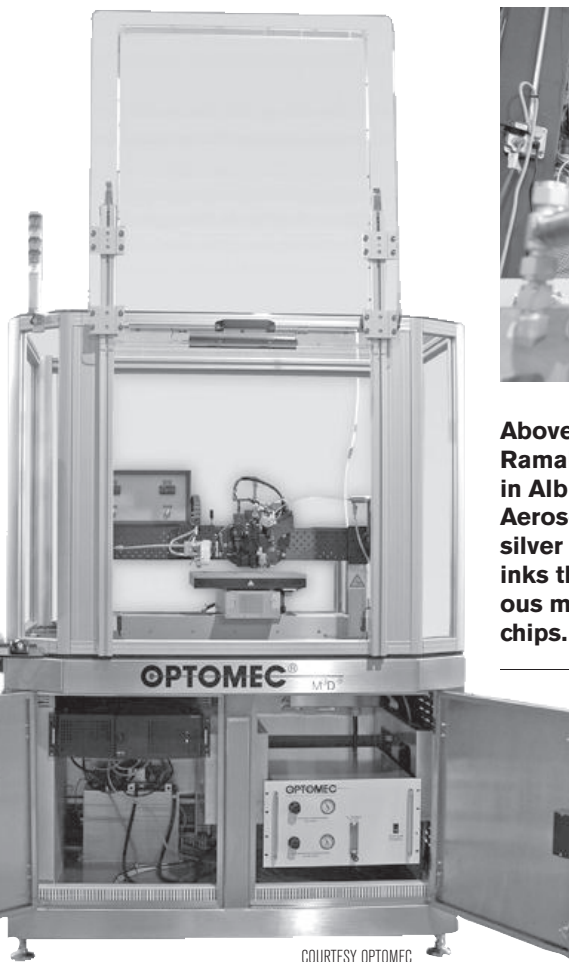
Aerosol Jets use gold, silver and other alloys to make liquid inks. The inks are sprayed in a mist of fine droplets to form narrow beams to "write" electronics onto a variety of materials, such as solar or silicon chips. The Marathon Series builds on the Aerosol Jet by adding multiple nozzles to print more electronics in a single sweep, O'Reilly said.

"With the Marathon Series, we now offer three-nozzle and 10-nozzle machines," O'Reilly said. "It's highly scalable architecture. We've successfully tested up to 40 nozzles."

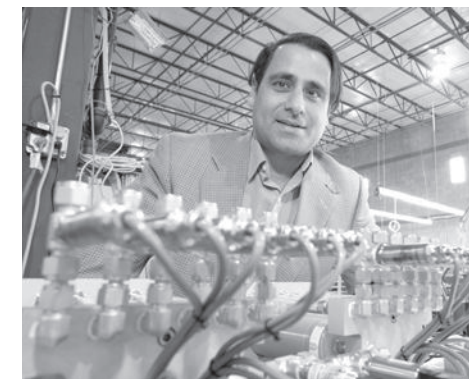
The company has also worked with partners in the semiconductor and cell phone industries to adapt the Marathon for manufacture of three-dimensional interconnects, which pack a lot more capability into tiny electronic products.

Jeff Leal of California-based Vertical Circuits Inc., an Optomec partner, said the Aerosol Jet has significant advantages.

"Optomec has the ability of printing very small, fine lines with very high accuracy, which is why we started working with them," Leal said. "It can print a lot more material much, much faster than competing technologies. That lowers the cycle



COURTESY OPTOMEC



FILE PHOTO

Above, President and CEO Dave Ramahi at Optomec's assembly line in Albuquerque. Left, the company's Aerosol Jet machine, which uses gold, silver and other alloys to make liquid inks that 'write' electronics onto various materials, such as solar or silicon chips.

in the industry are very, very interested in," Vardaman said. "I'm not aware that anybody else has something quite like this. It seems very unique."

The Marathon can be integrated into existing systems for customers. It costs about \$100,000 as an add-on, or up to \$700,000 to install an entire production system, O'Reilly said.

Optomec employs 50 at a 24,000-square-foot factory in the north Interstate 25 corridor. The company will hire more people this year as Marathon sales ramp up, Ramahi said.

krobinson-avila@bizjournals.com | 505.348.8302

time to produce more at less cost."

Jan Vardaman, president and founder of the Texas-based electronics industry consulting firm TechSearch International Inc., said Optomec is addressing a market niche ahead of competitors.

"High throughput production is all about lowering cost, and that's something people