

# Gary Horvath

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## WORK EXPERIENCE

### **Business and Economic Research Manager, Durango/Broomfield, Colorado, ongoing.**

- Manages and conducts business, economic, and market research.
- Presents research results and impact of Colorado economy.
- Examples of research completed includes:
  - Industry analysis - evaluation of Great Recession on construction and construction-related industries.
  - Economic impact - calculate economic impact of companies on economy.
  - Industry/occupation/education analysis - review of relationship between education, occupations, and industry and how they affect the economy.
  - Methodology research - review forecast accuracy for long-running forecasts as a way to improve accuracy.
  - U.S. and State data - Review of state and national data to understand the impact of the national economy on Colorado.

### **Research Manager, Colorado Office of Labor Market Information, Denver, Colorado, 1 year.**

- Prepared business and economic research (examples: analysis of healthcare industry and creative industries cluster).
- Managed special project work that assisted various state agencies (examples: compiled data for grant proposals, chaired committee for RFP of electronic database for state, delivered presentation about how to present data).

### **Managing Director, University of Colorado, Leeds School of Business, Business Research Division, Boulder, 4 years.**

- Job responsibilities included hiring and managing staff of 3 to 4 full-time staff and 4 student researchers; budget of \$350,000; overseeing and preparing research proposals, projects, and presentations; developed organizational strategic plan, managed department communications (e-newsletter and blog).
- Examples of research completed:
  - Cluster/industry studies - film, photonics, homeland security, nanotechnology.
  - Economic - annual economic forecast, county leading indicator, statewide leading indicator.
  - Economic impact - Federal labs; federal facilities, IBM, Major sporting event.
  - Customer satisfaction - CU Boulder, CU Foundation, Office of Economic Development.
  - Statewide studies (two statewide industry/occupation studies for all 64 counties).
  - A list of projects, market assessments, and attachments is included.
- **Co-Founder/Project Instructor, Business of Sports Certification Program, University of Colorado, 1 1/2 years.**

**Research Analyst, University of Colorado, Leeds School of Business; Business Research Division and Business Advancement Center, Boulder, 13 years.**

- Job responsibilities included overseeing and preparing research proposals, projects, and preparations; managing student research assistants, assisting with organizational strategic plan and department communications.

**Marketing Analyst, Mile High Equipment Company, Denver, Colorado, 3 years.**

- Prepared monthly and annual domestic and international sales and order forecasts by major product categories (total \$40 million).
- Prepared monthly market share analysis.
- Helped initiate and manage equipment leasing program for distributors.
- Prepared government bids.
- Developed product mix and sales analysis.
- Tracked distributor inventories.
- Developed methodology for evaluating potential sales for regional marketing managers.
- Assisted with strategic planning efforts.

**Director of Racquet Sports, Tamarron Resort, Durango, Colorado, 13 years.**

- Managed racquet sports programs for five-star resort.
- Responsible for preparation of annual budget and presentation of performance to budget at monthly budget meetings.
- Attended weekly department manager meetings to report on activities in area and performance to budget.
- Responsible for hiring, staffing, and management of staff of 3 to people.
- Managed retail outlet.
- Coordinated group sales efforts with the conference sales department.
- **Chair of Energy Task Force (ETF)**, directed cross functional team that reduced the company's energy consumption through conservation efforts and the installation of new equipment, chaired committee 3 years; received state and national recognition for ETF's work.
- **Member of Quality Assurance Task Force**, committee that developed metrics for measuring staff performance against quality standards; chaired subcommittee that directed employee satisfaction survey, served on committee 2 years.
- **Co-Director of Tamarron/Miller Lite** - 10K mountain race for 150 runners, five years.
- **Committee member for Ken Stabler Coors Tamarron Classic**, fund-raising event for local charity.

**Adjunct Faculty, Fort Lewis College, Durango, Colorado, taught 1-2 business statistics classes each academic year for 7 years (while working at Tamarron).**

## **EDUCATION**

**Master of Business Administration, University of Colorado.**

**Master of Education, education with emphasis in athletic administration, Oregon State University.**

**Bachelor of Arts, mathematics, Fort Lewis College.**

## PROFESSIONAL DEVELOPMENT

**LED Partnership Workshop 2011**, workshop for users of Local Employment Dynamics data set.  
**Leadership Broomfield**, local leadership development program.  
**50 for Colorado**, statewide leadership development program.  
**National Association of Business Economists** – Attended 9 annual policy meetings.  
**Denver Association of Business Economists** - Attended over 20 monthly meetings.  
**Colorado Chapter American Marketing Association** - Attended over 15 monthly meetings.  
**Association of University and Business Economic Research** - Attended 10 meetings.  
**State Demographer's Annual Meeting**, attended 12 meetings.  
**State Economic Development Council of Colorado** - Attended over 12 meetings.  
**UEDA/NAMTAC Annual Conference**, attended two conferences/received Project of the Year award.  
**JIT/TQC**, week-long intensive training seminar, Denver, CO.  
**USPTA World and Regional Conferences**, attended over 30 annual world and regional conferences.  
**USTA Tennis Teachers Conference**, attended 1 conference.  
**USPTA Regional Conferences and meetings**, over 50 annual conferences and meetings.

## COMMUNITY INVOLVEMENT

**Colorado media** - Wrote several op-ed columns for *Denver Post* and economic column in Boulder County Business Review, quoted frequently in Colorado and national media about the Colorado economy.  
**Economic Development Council of Colorado**, Board Member, current.  
**Adams County Economic Development Corporation**, current.  
**Northwest Denver Business Partnership**, Board Member, 1+ years.  
**Broomfield Economic Development Corporation**, Board Member, 3 years.  
**Colorado Blueprint Committees**, Served on multiple ad hoc committees/groups for the Colorado Blueprint Bottom-up strategic planning process for the Governor's Office of Economic Development, 1 year.  
**Colorado Photonics Industry Association**, Co-Founder, Officer, and Board Member, 15+ years, current.  
**Adams County Education Consortium**, participant in ACEC meetings, 5 years, current.  
**Renewable and Sustainable Energy Institute (RASEI) at University of Colorado**, Affiliate, 3 years.  
**School Accountability Committee, The Academy of Charter Schools**, Committee Chair, 3 years.  
**USA PPTA** - Founder, President of certification trade association for platform tennis instructors, 5 years.  
**APTA** - National Board Member, Platform tennis governing body, 13 years.  
**USPTA** - National Executive Committee (2 years), Divisional Board Officer/Committee Chair 20+ years.  
**American Marketing Association**, Officer, 1 year.  
**Net Results**, Charter Board Member, After-school program for At-Risk Children, 1 year.

## RECOGNITION

**Colorado Photonics Industry Association Founder's Award**, Contributions to the Colorado Photonics Industry, 2006.  
**NAMTAC (UEDA) Project of the Year**, Development of the Colorado photonics cluster.  
**USPTA Intermountain Division, Professional of the Year**, Contributions to the tennis profession in Intermountain Region, 1993.  
**CTA - Clyde Rogers Award**, contributions to recreational tennis in Colorado, 1991.  
**USPTA Master Professional**, ongoing contributions to the tennis profession, 1991.

## **PRESENTATIONS**

"Realities of U.S. and Colorado Economies," 30 minute presentation to Board of Directors, Longmont Area Economic Council, Longmont, CO, June 2013.

"Review of U.S. and Colorado Economies," 20 minute presentation to the membership, Brighton, CO, May 2013.

"Colorado Economic Outlook 2013," One hour presentation to the Colorado Technical Recruiters' Network - Southern Metro area, monthly meeting, Englewood, CO, May 2013.

"Colorado Economic Outlook 2013," One hour presentation to the Colorado Technical Recruiters' Network - Northern Metro area, monthly meeting, Broomfield, CO, May 2013.

"Industries and Occupations Transforming the Northern Colorado Economy." 45 minute presentation for the Larimer County Workforce Board, Annual Business Summit, Loveland, CO, February 2012.

"Colorado Economic Forecast 2012," One hour presentation to the Colorado Technical Recruiters' Network - Southern Metro area, monthly meeting, Englewood, CO, February 2012.

"Colorado Economic Forecast 2012," One hour presentation to the Colorado Technical Recruiters' Network - Northern Metro area, monthly meeting, Broomfield, CO, January 2012.

"State of Manufacturing in Colorado." One hour presentation to the Adams County Economic Development Membership, Annual Meeting, Westminster, CO, November 2011.

"Colorado -State of the Economy." One hour presentation to Adams County Education Consortium, Westminster, CO, October 2011.

"Midyear Economic Update: Implications for the IT and Mobile Industries," 45 minute presentation to Rocky Mountain Information Managers Association, Denver, CO, August 2011.

"Colorado Economic Review," One hour presentation to the Colorado Rural Workforce Consortium Workforce Investment Board Annual Conference, Vail, CO, June 2011.

"Colorado and Boulder Economic Update," 45 minute presentation to Boulder Area Human Resource Association, June 2011.

"Why Photonics Matters to the Colorado Economy," 45 minute presentation to Colorado Photonics Industry Association, Boulder, CO, May 2011.

"The Rocky Colorado Economy." 30 minute presentation to the Broomfield Economic Development Corporation, Broomfield, CO, September 2010.

"Where is the Colorado Economy Headed?" Two 35-minute presentations to the Castle Rock Economic Development Corporation, Castle Rock, CO, July 2010 and June 2011.

"Colorado's Economy - Economic Drivers of the Economy." Three hour presentation to loan officers at Guaranty Bank discussing how to use research conducted by the Leeds School of Business to better understand their client's markets, Longmont, CO, March 2010.

"Colorado Data Mining Project - Jobs and Occupations" - Nine 45-60 minute presentations were made to Colorado Workforce Centers across the state, as well as the state conference, June - November 2009.

"Colorado Labor Trends," 35 minute presentation to Career Theories classes, Boulder, CO, April 2009.

"Colorado Economic Forecast," 1 hour presentation to Fifty for Colorado, Boulder, CO, January 2009.

"Forecast Accuracy – Colorado Business Economic Outlook," chaired panel discussion on forecast accuracy and made 20 minute presentation of working paper at AUBER annual conference, Bellingham, WA, October 2008.

"Boulder's Economic Drivers," 25-minute presentation at the Boulder Economic Summit on industry sectors and clusters that drive the Boulder economy, May 2008

"Advanced Technology in Colorado and Boulder County," 30 minute presentation to Longmont Area Economic Council Board of Directors, May 2007.

"Advanced Technology in Colorado and Boulder County," 30 minute presentation to Boulder County Workforce Development Board, May 2007.

"Impact of Federal Facilities on Denver Metro Area," 30 minute presentation to Denver Federal Board, Denver, CO, March 2007.

"Colorado's Nanotechnology Roadmap," 30 minute presentation to CORE and DABE, Denver, CO, presentations made in December 2006 and February 2007.

"Colorado's High Tech Economy," 45 minute presentation to Fifty for Colorado Technology session, Boulder, CO, October 2006.

"Unveiling Colorado's Nanotechnology Roadmap," 30 minute presentation to announce the strategic plan for nanotechnology in Colorado as part of the Governor's Tech Week, Denver, CO, September, 2006.

"The Future of the Electronics Industry in Colorado," 45 minute presentation to Rocky Mountain Chapter of IMAPS, Louisville, CO, September, 2005.

"Colorado Microenterprise Analysis," 15 minute panel presentation at Colorado MicroCredit Conference, September, 2005.

"Are We Technically Ready?" 45 minute presentation at The Business of Emerging Technologies Conference, Aurora, CO, May 2005.

"Overview of the Boulder Economy," 30 minute presentation to the Boulder Valley Comprehensive Plan Task Force, Boulder, CO, January, 2005.

"The Impact of the Department of Commerce Federal Labs on the City of Boulder, Boulder County, and Colorado," 15 minute presentation to the Boulder City Council, Boulder, CO, July 2002.

"What's the Point of it All? – Finding the Illusive Point," one-hour presentation on probability theory relative to tennis scoring, 2000 USPTA World Conference, Phoenix, AZ, September 2000.

"Colorado Sees the Light – Providing Support for the Colorado Photonics Industry," a 30 minute presentation on the formation of the Colorado Photonics Industry Association, 1999 NAMTAC Spring Conference, Washington, D.C., March 1999.

“What’s the Point of it All? Applications of Markovian Chain Theory,” 10 minute presentation on sports applications of Markovian Chain Theory, 1999 USPTA Regional Convention, Denver, CO March, 1999.

“Projecting and Managing a Special Project Budget”, The USPTA Guide to Country Club Operations, 1989, 1996, 2003.

“Selecting the Right Person for Your Situation”, 15-minute presentation for RJ Reilly Symposium, South Salem, NY, October 1988.

“Promoting Special Events”, 15-minute presentation for RJ Reilly Symposium, South Salem, NY, October 1988.

## **PUBLICATIONS**

*Colorado Business Economic Outlook*, prepared annual forecast booklet, presentation, and speech, as well as 30 to 50 presentations throughout the year, 1996 to 2010.

*Colorado Business Review*, Technical Advisor and Contributor, 1997 to 2010.

*Colorado Photonics Directory and Industry Analysis*, Editor, September 2006-2007, September 2004-2005, September 2002-2003, June 2000-2001, June 1998, June 1997.

*Colorado Directory of Manufacturing*, Editor, 2000.

## **MARKET ASSESSMENTS AND RESEARCH PROJECTS**

The following list includes a portion of the projects, competitive analyses, or assessments in which Gary Horvath was the primary investigator or significant contributor to the study:

### **Advanced Technology**

(Confidential) Company/Industry Economic Impact Analysis.

A Roadmap for Nanotechnology in Colorado.

Homeland Security Research in Colorado.

Impact of the Aerospace Industry on Boulder County.

CCHE TAG Evaluation (CUBAC).

Summary of Findings for Public Sector Multi Use Network Project.

Economic Impact for Colorado Companies, A Survey of Colorado SBIR Award Winners.

University-Industry Seed Grant Program, completed three years.

Colorado Technology Survey – Company Development and Plans Needs.

Colorado Technology Survey – Research Related Information.

### **Agriculture**

Impact of the National Western Stock Show on Colorado.

The Impact of a Proposed Cheese Factory on Yuma County.

Impact Study of the Hog Industry on Yuma County.

### **Blog - Research and the Real World**

Prepared a blog for the CU BRD three times a month about the Colorado economy and research conducted by group, 1 year.

### **Construction**

Colorado's Construction Industry - Impact Beyond the Hammers and Nails

Competitive Analysis of Cement Industry.

### **Economic Development**

(Confidential) Regional Competitive Data Analysis

Broomfield City and County Economic Base Analysis.

US Enterprise Zone Benchmarks.

Incentivize Success.

Economic and Fiscal Impact of the Proposed Job Creation Program on the State of Colorado.

Economic Drivers: City of Boulder, Boulder County, Colorado.

Mayor's Office of Economic Development and International Trade Performance Survey.

(Confidential) Bank Market Feasibility Study.  
Entrepreneur Resource Program Review, September, completed 2 years.  
Impact Study of IBM on Rochester Minnesota.  
Impact Study of IBM on Boulder County and Colorado.

### **Economic Performance**

cber.co monthly economic reviews July 2010 to current.  
cber.co Colorado Economic Forecast 2013.  
cber.co Colorado Economic Forecast 2012.  
cber.co Analysis of Colorado and U.S. Gross Domestic Product by Sector Through 2012.  
cber.co Why the Weak Recovery?.  
cber.co State and Federal Data Sets.  
cber.co Are We Better Off Now Than We Were Four Years Ago?  
cber.co Analysis of Colorado Gross Domestic Product, 1997 to 2011.  
cber.co Real GDP and Colorado Employment Analysis  
cber.co The Colorado Economy Ten Years After September 11, 2001.  
Accuracy of the Colorado Business Economic Outlook Forecast.

### **Entrepreneurships/Startups**

cber.co Where's the Startups?

### **Federal Facilities**

CO-LABS Economic Impact Study: The Impact of Federally Funded Research Laboratories in Colorado.  
Impact of Federal Facilities on Denver Metro Area.  
Impact of the Federal Laboratories on Boulder County.

### **Film Industry**

Summary of the Impact of Film Incentives on the Colorado Economy and on Public Revenues.  
Impact of the Film Industry on Colorado.

### **Health Care**

Hospital Selection Survey.  
University of Colorado Faculty and Staff Medical Plans Survey, completed 2 years.

### **Manufacturing**

cber.co 2013 Colorado Manufacturing Review (mini-report).  
cber.co Manufacturing Review Through 2012 (mini-report).  
(Confidential) Company/Industry Economic Impact Analysis  
Colorado Manufacturing 2011.  
Mid-America Manufacturing Technology Center Marketing Assessment.  
The Colorado Manufacturing Competitiveness Planning Project Focus Group Report.

### **Non Profits**

Economic Impact Analysis of the Broomfield United Methodist Church.

### **Ongoing Research Projects**

Impact of the Colorado International Trade Office, completed 15 years.  
Colorado Business Leaders Confidence Index Series, completed 7 years.  
Boulder County Leading Economic Indicator Series, completed 9 years (CU), 1+ year.  
Topical Analyses for Fifty for Colorado Program, completed 3 years.



**Renewable Energy**

Renewable Energy Tourism Initiative (RETI).  
Impact Study of the Renewable Energy Industry on Colorado.

**Retail**

Satisfaction and Retail Sales Leakage Analysis - Fort Morgan and Morgan County.  
Fiscal and Economic Impact Analysis of Home Depot on the City Of Longmont.

**State Economy**

Colorado Data Mining Project.  
Analysis of Microenterprise Business Segment in Colorado.  
Colorado's Economic Opportunities: Today, Tomorrow, and the Future.  
Long Term Prospects for the Denver Metro and Colorado Economies.  
Technology, Innovation, and Economic Growth in Colorado.

**Technologies**

Market Assessment for Electronic Lead Monitor.  
Market Assessment for Magnetic Resin Recovery and Removal Process.  
Market Assessment for Phi-Theta Precision Gage.  
Market Assessment for Non-Contact Contour Precision Gage.  
Market Assessment for Precision Contour Gage.  
Market Assessment for X-Z Theta Cutting Method.  
Market Assessment for Pneumatic Tube Conveyance Systems.  
Market Assessment for Vortex Chip Handling System.  
Market Assessment for Robot Tool Exchange System.  
Market Assessment for Binary Phase Diagram Software.

**Tourism**

Survey of Visitors to the Colorado Welcome Centers.  
Off-Leash Area User Study: Cherry Creek State Park and Chatfield State Park.  
A Survey of Colorado Recreation Trends, Issues, and Needs.  
Economic Impact of the Arts on Aspen and Snowmass.

**University Programs**

Perceptions of the University of Colorado (by alumni, private sector, business leaders, and guidance counselors).  
Survey of President's Club and Chancellor's Society Donors.  
Needs Assessment for the University Of Colorado at Boulder Alumni Association.

**Workforce**

Larimer County Industries and Occupations Project - Transforming Northern Colorado.  
Workforce Data Mining Project.  
Workforce Boulder County: Business Process Mapping.  
Summary of Findings for Workforce Boulder County Awareness Project.  
Older Worker Profile in Regions 9 and 10.