

↓ Have blogs peaked? *Slate* thinks so, pointing to a number of recent trend-busters, including the influx of gullible latecomers, the excitement over the "new" phenomenon by media dinosaurs and recent moves by blogging bigwigs to cash out.

↑ Boulder-based Wild Oats Market Inc. saw a 16 percent jump in its stock price last week after posting fourth quarter financials that showed unexpectedly strong sales growth.

↑ Demand for the crop that put Fort Collins on the agricultural map, sugar beets, skyrocketed in the wake of hurricane damage to fields along the Gulf Coast. Colorado farmers are expected to plant 1/3 more of the crop this year.

# LOCAL Business DISTRICT

## House of Wax

*From brows to Brazilians, new studio has Fort Collins baring it all*

BY ANDRA COBERLY

With a thick sheet of snow carpeting the front walkway and passersby layered with down coats, scarves and knit hats, the Screamin Peach is nonetheless open for business—ready to prune and buff the barest of bodies.

Just beyond the sleet and snow and past the carefully traversing figures bundled in puffy coats and silly hats, large windows separate the cold outside from the bare white walls and clean, almost sterile waiting room of Fort Collins' newest beauty parlor.

But Jennifer Eichhorn's Screamin Peach, as the name might indicate, is not the average salon. The Screamin Peach bypasses the pedicures and blowouts, focusing solely on waxing and the art of hair removal.

"People just don't like hair," Eichhorn says without hesitation. She's been an esthetician for seven years, working within salons that offer waxing among other services. She says she has wanted to open her own shop because there are no similar places in town.

"I wanted to go for the gusto," she says.

It's just that simple, she says. With the celebrity-fueled popularity of waxing, plucking, bleaching and shaving—not to mention skin-reveal-

(Wax, cont. on pg. 18)



Photo illustration by Sherri Hageman

A local Pilates instructor teaches the world through the first and only Pilates podcast.

## Beyond the Studio

*Local Pilates instructor finds international audience with Internet podcast*

BY ANDRA COBERLY

Heidi Lewis-Miller was "building an armored suit"—a layer of muscle and emotion. That was before Pilates, when she says her experience as an amateur body builder and personal trainer had left her body "broken."

Now, along with an emotional and physical transformation, the core-strengthening exercise and discipline of Pilates has taken Lewis-Miller on a journey of rehabilitation, self-realization and trust.

This is the story that Lewis-Miller, owner of Fort Collins' Mountain View Pilates, tells on the fifth episode of her podcast, the first and only podcast dedicated to the Pilates Method.

While her personal and professional venture into the world of audio and video Internet downloads is certainly entrepreneurial, it will definitely not be the last such podcast, a term blending "pod" from Apple's iPod and "broadcasting." It is a method of allowing people to download files that have been published on

(Pilates, cont. on pg. 18)

## QuickHITS

Co-Op America recently recognized **Ten Thousand Villages** with the "People's Choice Award for Green Business of the Year." The award honored the organization as "a leader among businesses across the country committed to social and environmental responsibility." Ten Thousand Villages, located at 113 Old Town Square, is a fair trade retail store. It was among 70 green and fair trade members of Co-Op America nominated for the award, but consumers voted online to declare Ten Thousand Villages the business of the year.

With the addition of Centerra, Loveland has seen quite a few grand openings lately but the streak is far from over. Centerra will soon be home to the only all-suites hotel in Loveland. Alliance Construction Solutions of Loveland began work in September and **The Residence Inn by Marriott** will be completed and ready to open its doors by May. It will offer long-term-stay suites and hopes to draw business in part due to the fact that it will be the closest hotel to the Medical Center of the Rockies that is scheduled to open in 2007.

The **Colorado Department of Revenue** is offering a free seminar for construction contractors. The seminar will focus on unique tax issues that contractors must face, including industry specific tax exemptions. Seminars will be held on March 27, 28 and 31 at 1881 Pierce St., room 110, in Denver. For more information visit [www.TaxColorado.com](http://www.TaxColorado.com).

**Richard Connell**, of Fort Collins' **Connell Resources**, received the 2005 Contractor of the Year Award. The Colorado Contractors Association gives the award to someone who has made substantial contributions in a variety of areas, including heavy/highway and site development. **AW**

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—FC Weekly staff



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(Pilates, cont. from pg. 17)

the Internet, usually at no cost.

With her Beyond the Movement podcast, Lewis-Miller has joined a fast-growing community of business-owners, publicists and executives who are taking advantage of the newest and most popular way of reaching millions of people around the world with minimal effort and cost.

"I wanted to join Pilates community together through this project," says Lewis-Miller, who began broadcasting in December. "And to create a place to share ideas and frustrations."

And form a community she has. Lewis-Miller's episodes, focused on teaching methods and other aspects of the discipline, are downloaded by people in 50 countries, mostly in Australia and France, she says. Thousands of people, most of them outside of the United States, have listened into her personal stories, interviews and teaching techniques, giving this local business owner, who graduated from a Boulder Pilates school just a year ago, a global voice.

"It's intimidating and exciting," she says of her worldwide audience. "But getting feedback and having people respond keeps me going. It keeps me inspired and keeps me thinking. I become passionate and inspired and I evolve with my show, and then I can take it to my clients. They can tell when I am inspired and passionate."

From film and record companies to real estate agencies and churches, podcasts are being used as tools of promotion, entertainment and education.

Name a topic or hobby and there is probably a podcast to match.

There seems to be a consensus that podcasts are not just a temporary technological phase but the future of entertainment—stemming from the popularity of MP3s and TiVo. People can listen to their favorite radio show, get marriage or parenting advice or watch ballroom dancing championships at their leisure on their own computer, iPod or similar devices.

"I would say without hesitation that this is not a fad, and as we look at how they are being used I trust they will continue to grow in popularity and become more advanced in technology," says Ken Shaw, executive vice president of software-development firm SOS Safe Offsite Ltd.

As an agent with Loveland's Geek Squad, Ben Hymans advises companies and private citizens on podcasts. He says it's the ability to target audiences that make podcasts so viable.

"It's not *the* future of entertainment but its definitely *a* future," he says. "There is an ease of use, and listeners can specifically choose what they want to listen to. It's an avenue for consumers to pick and choose what they like and what they want. That overall control is very appealing."

While it is currently most widely used as a radio substitute, Hymans says some corporations are even using podcasts for newsletter-type, inter-office communications and staff announcements. The popularity for businesses comes because

distribution efforts and costs are minimal but the reach is unlimited, according to one podcast producer.

But for Lewis-Miller her podcast is less about the global outreach and more of a personal outlet. With the encouragement and technology skills of her husband, Jonathan Miller, who owns his own video production company, Lewis-Miller has tailored her weekly podcasts to students and teachers alike. She sees her soliloquies as a creative release, where she can guide her students to think of Pilates as more than exercise—hence, the title Beyond the Movement.

"It's a discipline, not just exercise," she says. "It has changed many people's lives. It has helped them become more connected to themselves, to their bodies."

Andrea Heyman, a Fort Collins resident and one of Lewis-Miller's clients since July, had never listened to a podcast before Beyond the Movement. She sees it as a supplement and an enhancement to her Pilates instruction.

"It really adds mind and body connection," she says. "And it's helpful for me because I can focus on the mind and body connection intellectually and gain a greater understanding of Pilates that I can later bring with me to my session."

The Beyond the Movement Web site also has a forum where listeners can respond and connect and tell their own stories of how Pilates has changed their lives, much like Lewis-Miller's own

tale of transformation.

"In Pilates, I learned to open up and found that I guarded where my pain was," she says. "I learned to release fear and gain trust and that spilled over into other parts of my life. It was opening up Pandora's box. With Pilates, I've learned to trust and honor my body." **AW**

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(Wax, cont. from pg. 17)

ing clothing trends—a modern no-pain-no-gain theory of beauty has made professional waxing a mainstream industry. Local spas and salons have offered waxing for some time. And in larger cities, waxing studios like the Screamin Peach have found a consistent clientele.

Eichhorn's specialty, and the treatment that's most popular among her clients, is the Brazilian wax—a bikini wax that leaves little, if any, hair in the most private of places. She says it's her favorite thing on their menu. She enjoys putting people at ease in what can be a distinctly uncomfortable position.

"A lot of people come in for the first time and they're nervous or intimidated," she says. "I like to make them laugh and I like to make them comfortable."

Getting a bikini wax by a professional for the first time leads many to be modest about being in a compromising position within a stranger's view—and of course, Eichhorn says, they are wary of the pain.

"They're afraid it's going to hurt," she says. "And it does."

But after a few visits, the pain decreases and the results last longer than many other hair

removal options.

The popularity of hair removal, she says, has made it more acceptable for people to be open about their waxing habits and preferences. While most of her clients are college women, Eichhorn says she's ripped the hair from professional women and professors too. Even men, though less often than women, have felt the

forceful tug of her gloved hands.

She's even done Brazilian waxing on men, but she says she doesn't encourage it.

"I've just had some bad experiences with it," she says.

Her second most popular service is eyebrow waxing—something she sees as an art because she tailors the

work to each individual's eye shape and brow shape. The Screamin Peach also offers spray tanning and waxing for armpits, legs, faces and any part of the body that grows wanted fuzz.

"You really want an esthetician you can trust," she says. "You want someone who likes to do it. And you want someone who listens to the client."

At least there will be someone there to hear you scream. **AW**



So long uni-brow, hello Screamin Peach.

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