

Friday, January 18, 2008

Behind the scenes

A numbers man

Premera exec Gubby Barlow shares his vital stats in the name of good health

When Premera Blue Cross head **Gubby Barlow** speaks to business and community audiences, he shocks them by revealing his blood pressure, blood sugar, cholesterol, body mass index and the size of his waist. He reads the stats from a "Know your Numbers" card in his wallet. Premera came up with these cards in May, and learned that only one in four of its own employees knew their own bellwether indicators of health. The power of these numbers had a major impact on Barlow's own diet and exercise regimen. "I have come to love oatmeal," he says.

If better health is your resolve for the New Year, you may be interested to know you're not alone. Almost 70,000 of these little cards have flown out the door, including 10,000 to folks in Ketchikan, Alaska. "This thing has a life of its own," said Scott Forslund at Premera.

If you want to know what your numbers should be, write down what they are and keep track of your progress, click on www.premera.com/kyn to print out the card or get more info.

Chef hounded

First it's the lawyers for the United States Olympic Committee (USOC) raging on the local Oyster Olympics folks to take the word "Olympics" out of the title of a longtime fun oyster-slurping event.

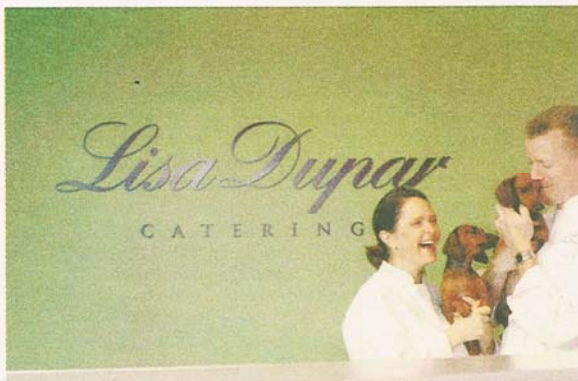
Now it's the legal beagles for Allergan, the giant company that makes Botox, often referred to as a face-lift in a bottle, hounding restaurateur and caterer-to-the-stars **Lisa Dupar** over some of her gourmet handmade dog biscuits.

Word is they have been calling almost every day for a month, barking about this dog lover's logo for her liverish dog treat called Bonetox — a drawing of a wrinkled Shar-Pei with the tagline — "Keeping your

puppy's wrinkles soft."

No go, say the lawyers. Dupar will have to remove the drawing and change the tagline, with no reference to — gasp — wrinkles. "I'll have to use a new dog drawing," sighs Dupar. "Something smooth, like a whippet or a greyhound, and obviously change the tagline, can you believe?"

Nope, I can hardly believe. What's next? Maybe the Seattle Sonics will sue Sonicare toothbrushes. Perhaps Arthur Murray



JOHN CHIN PHOTO

Caterer Lisa Dupar (left), with her husband and business partner, Jonathan Zimmer, had to change the logo for her line of dog treats.

will come after the Dancing Grandma's Bakery, or the USOC will decide to crack down on the five-star Fairmont Olympic Hotel. Come on, folks. Can't we all just wag our tails?

Coffee talk

• When well-known Seattle City Councilmember **Jean Godden** was sworn in for her second term on Jan. 7, it was a bittersweet day for this successful incumbent. She was more than pleased that the voters gave her a hearty thumbs-up. But it was also the same day that her beloved old indoor cat **Chloe** died. "I had her for 18 years," says Godden, still tearing up. "She was a butterfly orange tabby with six toes, very unusual and very independent. And she was always there, from the time she was 11 weeks old." In addition to her duties as chair of the very demanding Finance and Budget Committee (FAB, as Godden calls it), it turns out "that I oversee the Seattle

Animal Shelter. Undoubtedly I will be down there to look for (another cat)." Finding another orange tabby female is a challenge. Most cats of that ilk are males. By the way, watch for a possible Godden blog in the near future. You can turn a 29-year columnist into a seasoned council member, but you can't take the writing urge away.

• **Anne Levinson**, former deputy mayor of Seattle, and three other women together bought the WNBA Seattle Storm, but Levinson says she never would have dreamed of owning a team. "I joke about saying it was on my list: Pick up the kids, get to the grocery store, buy a sports team." Levinson, who stands tall at 5 feet 3 inches, is no newcomer to sports. She went to the University of Kansas on a field hockey scholarship. In fact, she was one of the first in the nation to bring a Title 9 lawsuit. And she won. Title 9, a 36-year-old law signed into being by President Nixon, provided, in part, for equality for women in school sports.

• Lots of excitement over at Microsoft with the November launch of its new small business show, streamed worldwide on the web from the Microsoft studios in Redmond. (www.themicrosoftsmallbusinessshow.com) This project is the brainchild of **Frederic De Wulf**, web director for Microsoft Small Business, and his team, who are more than pleased at the reaction — almost three quarters of a million viewers on the first show. De Wulf says the premise is simple, and much like "The Big Idea" on cable TV: how a small business gets started and turns into a huge success. "There's an emotional connection with the audience," says DeWulf.

The next Microsoft Small Business Show will webcast live from 11 a.m. to noon Thursday, Jan. 24, and will feature **Mark Klebeck** of Top Pot Donuts, **Elise Vincentini** with Downtown Dog Lounge, musician/entrepreneur **Dave Dederer**, and **Dave Giuliani**, inventor of the Sonicare toothbrush. Interestingly, these folks are all well-covered in our own *Puget Sound Business Journal*, a good mining tool for this show's producers. The lively host, **Chris Cashman**, is local too.

• Some 600 patrons of Seattle's Children's Hospital packed the Paramount Theatre for the finale celebration of the

