



Colorbiotics® ... a global company with a local heart

Community support has played a key role in the success of the Colorbiotics building project. Brent Lester, Chief Operations Officer, says, "When we started the new building, we had a clear vision of what we wanted to accomplish. We're really fortunate to have worked with the local companies we did. They exceeded our expectations. They hit the target and even enhanced it."

Lester adds that Ames offers a workforce with great talent that allowed Colorbiotics to expand right here. "All a company really is, is a group of talented people put together. A great building doesn't matter if there are not great people inside," he says. One of the goals of the building project was to create a workplace attractive to potential employees. "The new building is a recruiting tool for us," says Lester.

"We are continually recruiting," says Human Resource Specialist Ashley Buck. Beyond the new facility, "we participate in job fairs and partner with student organizations in universities around the country to communicate who we are and what we do," says Buck. "Our website, www.Colorbiotics.com, is always updated with current openings and offers an opportunity to research the firm. There is a 'future opportunities' link for those who do not see an immediate opening but want to send in a resume anyway," she points out.

"We believe our corporate values help define the success of both our company and our individual employees. They are: customer focus, integrity and ethics, innovation and continuous improvement, teamwork, result-orientation, quality and consistency," says Buck.

Colorbiotics is also committed to supporting the community. In addition to employing forty to fifty people in the new facility, Colorbiotics is a major supporter of the United Way, and Title Sponsor of the Colorbiotics Racing Team of the Central Iowa Cycling Club.

Steve Lauber of Bike World in Ames says "Colorbiotics is the dream sponsor. They just said, 'Get yourselves some uniforms and then get on the podium.'" Lauber says "It was obvious that they are enthused about cycling and supporting the community. To be set loose like that – we love it. We're competitive bikers. That's what we love," he says.

Lauber adds, "It was fun for us to learn what they do at Colorbiotics, too. I medaled at Muscatine this year, a bronze, and it was fun to tell people what Colorbiotics is. Basically I said, 'If you bought colored mulch, no matter where you got it, the color probably came from Colorbiotics.'" Then, showing his competitive spirit, Lauber adds, "It's cool that an Ames company is kicking butt and taking names."

For more information about the Colorbiotics Racing Team, go to www.centraliowacyclingclub.org.