

## John Hickenlooper visits Louisville's Justin's Nut Butter

Democratic gubernatorial candidate talks entrepreneurship

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Justin Gold, CEO of Justin's Nut Butter, left, and Democratic gubernatorial candidate John Hickenlooper meet at the Justin's production facility in Louisville on Saturday. Gold took Hickenlooper on a tour of the facility and explained how starting out in Boulder helped

### Election info

**Election Day** is Nov. 2.

**Early voting** is under way now. For hours and locations, visit [voteboulder.org](http://voteboulder.org) or [broomfield.org/elections](http://broomfield.org/elections).

**Mail ballots** were sent last week to voters who requested them.

To check your voter registration status, visit [voteboulder.org](http://voteboulder.org) or [broomfield.org/elections](http://broomfield.org/elections). The deadline for new registrations has passed.

The **Camera's Voter Guide** can be found online at [dailycamera.com/election](http://dailycamera.com/election).

LOUISVILLE -- Arriving in his "Giddy Up 'N Vote" campaign bus, Democratic gubernatorial candidate John Hickenlooper took a tour through Justin's Nut Butter production facilities on Saturday, led by CEO and company founder Justin Gold.

Donning a hairnet and sanitary gown (running mate Joe Garcia also wore a beard net), Hickenlooper's contingent of Democrats walked the length of Justin's Nut Butter factory, watching the capping and labeling of rich nut butter before sitting down in the break room with fresh samplings.

Hickenlooper's early voting bus tour began in Denver for a rally in Civic Center Park, before riding into Justin's, then driving on to a rally at the Mamie Doud Eisenhower Public Library in Broomfield.

Just hours before, American Constitution Party gubernatorial candidate Tom Tancredo was at the same library at an abruptly announced meeting with a local chapter of The 912 Project, a group championed by conservative commentator Glenn Beck.

The Denver mayor's visit to Justin's was meant to capitalize on his belief that entrepreneurship is crucial to a weak economy, according to campaign spokesman George Merritt.

"We've gone to more than 50 companies this summer. John's always talking about innovation and entrepreneurship, so we're looking at people who've really done it right," Merritt said.

Gold told Hickenlooper that Colorado's user tax was hurting his business, forcing him to keep track of free samples and pay taxes on packets of nut butter he was giving away.

Hickenlooper said he had the same issue when he opened Wynkoop Brewing Co. in Denver and was forced to track meals for his employees and record it as income. He also needed to hire quality control monitors. Hickenlooper said he solved the problem by giving his workers quality control inspection duties.

Hickenlooper said after being a businessman, his passion for innovation hasn't changed.

Discussing the need for small business growth and sustainability, Hickenlooper said "the recession hit everybody."

"It's the equivalent of the Industrial Revolution -- all the jobs here today may not be here tomorrow. The point of regulation is to make sure that the appetite for capitalism doesn't, on occasion, damage some communities. What's appropriate is to have the appropriate regulation."

Two other young entrepreneurs with ties to Boulder also came by the factory to say hello to Hickenlooper: Craig Lieberman, the founder of 34 Degrees crispbread crackers, and Jennifer Bush, founder of Ice Box Bakery, which sells rolls of from-scratch-cookie-dough. Their products -- and Justin's Nut Butter -- are sold in Whole Foods Markets across the United States.

Gold told about 15 people on the tour -- including Boulder County District Attorney and state Attorney General candidate Stan Garnett -- that he considers himself lucky to be located in Boulder.

"If it wasn't for Boulder County, I wouldn't be where I am today. Boulder has some really smart people who are willing to talk with you and mentor you. It's the epicenter of natural products," said Gold, 33. "Craig and I are very lucky because we're riding on the coattails of Celestial Seasonings." *The Associated Press contributed to this report.*