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WHERE: Denver Marriott City Center, 1701 California Street

TIME: 7:30 a.m. - 6:30 p.m.

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Where to look? Stripper poles adorned with ads

Just when you thought you'd seen advertising in ever-more-intrusive places (such as above the urinals in the men's bathrooms at the Pepsi Center), here comes a company called Pole Positioning LLC.

No, the company name doesn't refer to race car drivers trying to qualify for the first couple of rows before a big NASCAR event.

Pole Positioning enables owners of, ahem, "gentleman's clubs" to place ads where, apparently, no man has gone before: on the poles around which strippers dance, cavort, gyrate, whatever.

Aaron Montell — aka Double A on radio station KBPI (106.7 FM) from 10 a.m.-3 p.m. weekdays — started the company.

Shotgun Willie's — that upstanding cultural institution on Colorado Boulevard — is the first customer. Pole Positioning creates the poles from polycarbonate tubing and reinforced steel pipe.

Montell hopes to share this enlightened concept nationally. "It's a new idea, and it's hard sometimes to make people see new things," he says. "I've been talking to beer and alcohol companies; some have interest, some don't."

But he may be kidding himself about one thing.

"Obviously, with this placement, the advertiser becomes the center of attention," says the Pole Positioning press release.

Uh, we think not.

Info, if you want to give new meaning to the concept of "exposure" for your business: www.poleadvert.com, or call Montell at 303-638-2403.

WORLD SERIOUS: Denver Mayor John Hickenlooper, a Pennsylvania native, couldn't resist adding one more note after addressing the crowd Oct. 30 at the Denver Business Journal's Power Book Luncheon Celebration.

"And how about those Phillies!" he yelled, the day after the Philadelphia team wrapped up the World Series in five games over the Tampa Bay Rays.

MONEY SMART: The Credit Union Association of Colorado and Wyoming has been very impressed with a new financial education product made by FoolProof Financial Education Systems, a Melbourne, Fla., company. Thus CUAC, through its Credit Union Strategic Partners (CUSP), is going to market it nationwide to other credit unions.

FoolProof offers free, online financial literacy programs, designed to teach folks about money, financial responsibility and free enterprise. Many Colorado credit unions offer it now to their members.

FoolProof's offerings include programs targeted to high-school classes,

parents and grandparents, college students and others.

"There's a crying need for young people to get smarter about financial matters," said John Dill, CUAC president. "We were very impressed with its structure, its accountability functions, the ease with which younger people seem to be drawn to it. We talked to a few credit unions about it, and they said this is a great program. That persuaded us to take it on in Colorado and Wyoming, and to try to spread it nationally."

Locally, Elevations Credit Union customized FoolProof's offerings, creating a program called "Reality Bites" for younger audiences, "Reality Check" for older folks.

"The theory is, if you have better-educated members, they become better users of your financial services," says Karen Morgan, CUAC's senior vice president for marketing and communications.

Given the recent financial meltdown, it's an appropriate time to push this program.

"No one thinks it and it alone would have prevented this problem," Dill says. "But no doubt, if you can make people smarter about how they handle their money, how they spend their money, you'll do a world of good [and] prevent this from happening down the road."

You can take a free look at www.colocuc.com, and click on the FoolProof button.

RED, BLUE SIGNS CAN GO GREEN: If nobody has yet stolen the candidates' signs from your front yard, then don't just throw them out. Recycle 'em.

Both Waste Management and Alpine Waste & Recycling will recycle them for you.

Alpine (303-744-9881) will accept them at its Altogether Recycling plant at 645 W. 53rd Place, Denver. Also, until Nov. 21, two sites will act as collection points for Alpine: Creative Advertising & Printing, 5840 Old Wadsworth Blvd., and a site supported by the City of Lone Tree at 9220 Kimmer Drive.

Waste Management customers can just mix in their signs with their regular recycling. Others can call the company at 303-797-1600, and a customer service rep will discuss dropoff points. Also, its single-stream recycling plant at 5395 Franklin St. accepts recyclable materials.

TAXING EFFORTS: Congratulations to the student tax team from the Monfort College of Business at the University of Northern Colorado. It will be one of 12 teams competing in the national Deloitte Tax Case Study Competition Nov. 21-23 in Orlando, Fla., with \$90,000 in individual scholarships and institutional awards at stake. The Monfort team won the regional competition Oct. 18 in Denver.

NOMINATION TIME: The Colorado Women's Chamber of Commerce is taking nominations for the 2009 Athena Award.

The CWCC says the award honors a Denver woman for professional achievement, community service and helping other women both in business and in developing leadership skills.

Dec. 31 is the deadline, and nomination forms are at www.cwcc.org. Info: 303-458-0220.

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Street Talk



Bruce Goldberg



John Hickenlooper