

# 40 Under Forty speaker real homegrown success

By NCBR Staff

LOVELAND — His success as an entrepreneur in ventures ranging from snack vending to telecommunications has given Braun Mincher the freedom to pursue his most recent undertaking — authorship.

The 30-something multimillionaire says writing does not come naturally to him, but a passion for curing what he views as a national epidemic led him to write his first book, “The Secrets of Money: A Guide for Everyone on Practical Financial Literacy.”

The Fort Collins native will be sharing some of those secrets on Wednesday, Sept. 17, at Bixpo at The Ranch, as the keynote speaker at the luncheon honoring this year’s 40 Under Forty professionals.

Mincher, himself a member of the *Northern Colorado Business Report’s* 40 Under Forty Class of 2004, begins his book with a glimpse into his short but immensely successful career. An entrepreneur while still in high school, he was named Colorado’s Ernst & Young/Inc. Magazine “Entrepreneur of the Year” in 1994.

While he has founded and sold several successful businesses, the book details his financial missteps as well. In 2002, more people filed for bankruptcy than graduated from college, according to statistics from the U.S. Department of Treasury. The idea that knowledge is power drove Mincher to begin working on the book shortly after selling telecom firm CTI Communications LLC in 2004.

Mincher started with his own knowledge and research, then, tapping his vast network of contacts, handed out about 40



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manuscripts for review by experts in the various topics covered. He wrote about the ins, outs and behind-the-scenes dealings of various financial transactions, and admits that some of his industry contacts were not thrilled that he was divulging inside “secrets” — such as how real estate agents are paid on the buyer and seller sides of a transaction — but they conceded that all the information was true.

This year’s 40 Under Forty honorees were chosen from more than 100 nominees by leading members of the Northern Colorado business community, some of them, like Mincher, former award-winners themselves. Look for profiles of all those chosen in the next issue of *NCBR*.

Bixpo is presented Sept. 17 and 18 by *NCBR*, *Boulder County Business Report* and *Wyoming Business Report*, and is the largest business-to-business expo in the region. More than 200 exhibitors will meet and greet thousands of visitors, who will also have the opportunity to learn in Idea Expo Seminars, mingle at the Wednesday night Bixpo After Hours, and celebrate the Fittest Execs at a luncheon on Thursday.

For more information or to register to attend the 40 Under Forty luncheon, go online at [www.ncbr.com](http://www.ncbr.com) and click on the Events link. Sponsors for 40 Under Forty include EKS&H and FirstBank of Northern Colorado.