

## Saving with the sun

E-470 gets payback from solar arrays.

CATHY PROCTOR, A10



# BREAKING BARRIERS

People with disabilities face huge challenges, but one of the most difficult to cope with is finding a job. Whether it's because of stigmas, or a lack of understanding by employers, those with a wide range of disabilities often find it hard to break into the workforce. That's changing, thanks to new rules and regulations, and the innovative thinking of some Colorado companies and organizations. **COVER STORY, A4**

## THE LIST

### POTENTIAL FROM PARITY



Dr. Carl Clark says the federal health-care overhaul means more people are getting full mental health care for the first time, but challenges remain.

**ED SEALOVER, A14**

► **Most charitable Denver-area hospitals.** A13



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**INDIAN MOTORCYCLES BACK WITH A ROAR** A11

## TOURISM



**Museum serves food for thought**

"Our Global Kitchen" is History Colorado's first major traveling exhibit. **ED SEALOVER, A10**

**Finances after 50**

Charles Schwab's daughter on steps to take as retirement looms. **HEATHER DRAPER, A11**



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MAKING THEIR MARK

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## MAKING THEIR MARK

# Finding a good career fit

## DANIEL WARD CATERS TO CLIENTS, HELPS KIDS STAY HEALTHY



Daniel Ward began writing fitness programs full time in 2005.

KATHLEEN LAVINE, BUSINESS JOURNAL

BY PAULA MOORE  
Special to the Business Journal  
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Transformation has been a cornerstone of Daniel Ward's life. He changed himself from a skinny child who got picked on by other kids into a top college athlete, and then into a health/fitness professional who reshapes other people's lives for the better.

When Ward's counselor at Wheat Ridge High School told him he wasn't college material, Ward became motivated not only to get into Colorado State University, but to excel there. He graduated from CSU in 2004 with a bachelor's degree in health and exercise science, at the top of his class.

At CSU, he also became a track star, briefly played football for legendary coach Sonny Lubick, and met his wife and business partner, Bridgette Ward.

The seed of Ward's involvement in the fitness business was planted while he was in school. "Even in high school and college, people would ask me to write exercise programs for them. ... I started working out more in high school, and it came naturally to me," Ward said. "I just knew what to do and how to do it."

Ward started writing fitness programs for clients full time in 2005, when he founded InWard Motion Ltd., now called InWard Fitness. Located in Denver, InWard Fitness offers personal training and wellness counseling to the general public as well as athletes, including youngsters, and corporations such as the Lakewood-

### DANIEL WARD

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**Industry:** Health/fitness; provides fitness and personal training services to the general public, athletes and corporations.  
**Education:** Colorado State University  
**Favorite movies:** "I like the Marvel action-adventure movies like 'The Avengers,' 'Ironman,' 'The Hulk.' It would be cool to be a superhero — to have some kind of power like that, something to transform into."

based Einstein Noah Restaurant Group Inc. (Nasdaq: BAGL). Specialties range from weight loss and to competitive bodybuilding.

In addition to providing fitness/wellness services, InWard Fitness strives to create a health-conscious community.

"A huge part of working out is people. ... Working out shouldn't be about impressing anybody," Ward said. "It's about getting a friend, or someone else you enjoy being with, to have a good time and laugh, but still get a workout. The big thing is that you enjoy it, and get something out of it."

The Wards and InWard Fitness distinguish themselves from competitors by building fitness programs around their clients' needs. In 2007, they created boot camps that offer more training options at an affordable rate, including a camp for baby boomers. To help clients' train for specific interests, they organized efforts such as a class for skiers and snowboarders.

Daniel Ward not only teaches his students, they teach him. One client, for instance, formerly ran a large company, and showed Ward how to think outside the box and be a better business person.

One of InWard Fitness' challenges involves distinguishing what it does from the latest hot trends in the fitness industry, from dietary cleanses for weight loss to waist-slimming belts. "The fads are a big problem in the industry. ... Real fitness is a lifestyle, not a quick fix," Ward said.

The trainer/coach got his inner drive growing up in Denver, with a father who injured his back while working in hospital labs and had to retire early, and a mother who worked multiple part-time jobs. Money was tight.

A high-energy child, Ward needed a physical outlet that wasn't too expensive, and he found it in basketball. "Basketball was the first activity I loved," he said.

Now the father of a young daughter, Ward works to help other kids become fitter and healthier. He serves on the Colorado Governor's Council for Active and Healthy Living, which hosts events such as Kids Running America (KRA), a nationwide effort to combat childhood obesity. In 2013, Ward helped provide 22 scholarships to low-income children so they could participate in KRA's running programs.

Philanthropically, he also has worked with National Get Outdoors Day, which encourages families to participate in outside activities, and LiveWell Colorado, another obesity-fighting nonprofit.

He has supported organizations from the Food Bank of the Rockies private hunger-relief group and worldwide medical-supply provider Project C.U.R.E. to SafeHouse Denver, which serves victims of domestic violence and their children.

Surmounting obstacles, doing something he was told he couldn't do and otherwise turning negatives into positives in life still drive Ward. Whether it's in the gym, business world or community, he tackles challenges. "I love proving people wrong; it really motivates me," he said.



KATHLEEN LAVINE, BUSINESS JOURNAL

Daniel Ward with his wife, Bridgette, and 3-year old daughter, Braelynn.