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SPOTLIGHT

Keeping it in the family

Maggie Holben, owner of **Absolutely Public Relations**, could probably make a decent living representing her entrepreneurial family.

Holben got press for her husband Steve's homebuilding company, **Holben Building Corp.**, which was profiled in the May edition of **Entrepreneur** magazine.

Maggie herself was mentioned in the May edition of **More**, a women's magazine, in an article about moving back to her hometown of Denver in midlife.

Incidentally, Maggie's father, Elmer Roth was co-owner of the Squire Restaurant and Lounge at 1800 East Colfax for 31 years.

Other celebrated Holbens include:

- Bill Holben, Steve's cousin and former business partner, now managing director of Holben Cooper Christian Hay & Husman LLC, a Denver-based accounting firm.

- Jennifer Holben Petit, Steve's daughter, a freelance writer.

- Jason Holben, Steve and Maggie's son, who owns of Stockpot Publishing, a company that publishes Spanish phrase books for the landscaping and restaurant industries.

Much of Steve's immediate family, including his father Harlan Holben, retired partner of what is now PriceWaterhouse-Coopers, were mentioned in the **Entrepreneur** article.

While Holben Building Corp. is one of **Absolutely Public Relations** oldest clients, Maggie said most of the marketing she does for the company is "more-or-less pro bono." She also advises Jason Holben on marketing matters—again for free. Paying clients include environmental engineering firms Foster Wheeler and Arcadis Inc.

