

Faces of LoDo  
IMA of Colorado



Meet Marcia Benshoof, President of IMA of Colorado. Even though Marcia has only been with IMA for four months, she will tell you that “Denver is her town!” As a fourth generation Colorado native, Marcia is thrilled to be back working in LoDo, and she remembers when our little neighborhood “wasn’t such a snazzy place.” Marcia fondly recalls visiting LoDo over the years with family and friends as the area transformed from a warehouse district to the booming center of commerce and culture it is today.

IMA is a risk management, insurance services and employee benefits solutions company that has been a LoDo neighbor since moving to the sixth floor of the Millennium Building at 17<sup>th</sup> and Wazee in 2000. IMA has a strong local presence and serves clients domestically and internationally as the 13<sup>th</sup> largest independently owned retail insurance broker in the U.S.

Marcia takes advantage of IMA’s LoDo setting to improve the health and wellness of employees. She offers a monthly “walk with the Prez” as a chance for employees to explore the neighborhood on foot to get a little exercise along with access to senior management. She also coordinated IMA’s “Peddle with the Prez” and “Cycle with the CEO,” a healthful bike ride through LoDo celebrating Bike to Work Day.

IMA takes pride in its community involvement, and IMA associates contribute more than 3,000 volunteer hours each year while serving on more than 30 non-profit boards (including the Board of the LoDo District, Inc). IMA actively supports Denver’s Road Home, Gateway Battered Women’s Services, VOA, and the Bryant Webster Elementary School. The company hosts several interns from Arrupe Jesuit High School in West Denver to provide job skills training and mentoring, including Evelyn Estrada, pictured above with Marcia.

Get to know IMA and other LoDo District members. Call 303-628-5428 or visit [lodo.org](http://lodo.org) for membership information.