

YOUNG

ENTREPRENEURS

2003

Twelve entrepreneurs, 12 dreams, 12 who have executed on them. All aged 35 and younger, these high achievers may be junior in years, but they remain wise in business, each having found a niche and excelling in it. Here then, our third annual look at Arizona's young entrepreneurs.

BY AMY ROACH PARTRIDGE
PHOTOGRAPHS BY CASEY MCKEE
SHOT ON LOCATION AT LIGNE ROSET, SCOTTSDALE

FAST FACTS

Cultural Experiences Abroad (CEA)

gowithcea.com

Top Exec:	Brian Boubek CEO
HQ:	Tempe
Founded:	1996
Employees:	63
Funding:	Self-funded
Profitable?:	Yes
Market:	Study-abroad services

students to travel with them? According to Boubek, CEA has the advantage of offering the students personalized service before, during and after they study abroad. On-site staff who live in each city, as well as an executive team that has studied in foreign countries, gives students many options for support.

The popularity of studying in a foreign country, as well as a fresh audience every four years and a stellar support team, point to an anticipated level of prosperity, both for Boubek and his company.

Competitors may say: "We came out of nowhere and before they could blink, we were sending more than 1,500 students all over the world."

Last book read: *Mastering the Rockefeller Habits: What You Must do to Increase the Value of Your Fast Growth Firm* by Verne Harnish

Greatest career achievement: "Creating this organization without any outside venture capital or bank funding."

Contact Brian Boubek at brian.boubek@gowithcea.com

MORGAN CISLINI, 33

CEO, DELICIOUS DELIVERIES INC.

If you've ever scrambled to provide food for a last-minute meeting, or come home from a long day at the office wishing someone would show up at your door with a Thai chicken pizza from California Pizza Kitchen, you are probably familiar with Delicious Deliveries. The Tempe-based food delivery service started by CEO Morgan Cislini contracts with local and national restaurant chains to provide delivery for both residential and commercial customers. A 112-page restaurant delivery guide with menus allows customers to order a meal from their favorite restaurant, brought to their house for the meal price plus a \$4.99 delivery fee.

It seems Cislini has the food biz in his blood. Ask him about his first job, and you will learn that he worked in his grandfather's produce company in Yuma, sorting spoiled cantaloupes in a warehouse that reached 120 degrees. "At age nine, I had never heard of the minimum wage," he says.

Though that doesn't necessarily sound like a grand beginning for an aspiring entrepreneur, the work ethic learned has served him well. After researching the restaurant delivery service business model in an economics class at the University of Arizona, Cislini decided to get into the business himself.

In the process of building the company from its nascence in July 1995 to where it is today, Cislini effectively squashed all of his competition. Delicious Deliveries either bought or bankrupted the 10 pre-existing delivery operations that were servicing the greater Phoenix area. And now, with delivery boundaries of 91st Avenue on the west, 132nd Street on the east, Dynamite Boulevard to the north and Pecos to the south, the company is the only one of its kind in the Valley.

Cislini ensures little or no competition: All restaurants that sign up with Delicious Deliveries agree to an exclusive contract.

By printing and distributing the menu booklets strategically (about 300,000 per year to targeted

areas), Cislini managed to cut marketing costs and brought the business to profitability within the first year of operation. Their base of customers is now split somewhat evenly between business and residential, with their target market being those in their mid-30s with income of \$40K and up, and predominantly female. Says Cislini, "Women are pickier about what they want to eat and are typically the ones to make the food decisions."

This year, with more than 100 employees and some 180 restaurants serviced, Delicious Deliveries expects to gross more than \$4.5 million. Like most driven entrepreneurs, Cislini is not content to just dominate here in the Phoenix market. He has his sights set on expanding into other states soon. Good news for all the lazy, hungry people out there.

Greatest career achievement: "Being asked to join the "Big 12"—an association of the 12 largest delivery services in the U.S."

Advice to other young entrepreneurs: "You're going to have to work your tail off to make it fly."

Business mantra: (Stolen from West Point) Never lie, cheat or steal, or tolerate those that do.

Contact Morgan Cislini at morgan@100mph.com

TRISH BEAR, 34

PRESIDENT AND CEO, I-OLGY

Once upon a time, loads of young entrepreneurs flocked to and called the Internet space 'home'—creating companies out of thin air, making millions and then vaporizing just as quickly. Trish Bear, CEO, president and founder of Web strategies firm I-ology, watched it all happen from right in the trenches, and survived.

Bear's smart strategy of only taking on traditional brick-and-mortar clients played out well, as they survived the scalding dot-com implosion intact. I-ology, whose name signifies the "science of the Internet," offers Internet consultation, Web design, online marketing and managed hosting services. Bear's approach is that of strategic partner, saying, "I-ology works with C-title execs on a strategic level, to help them determine and then obtain their business goals and achieve profit through their

Web efforts." In other words, not just your average Web design firm.

After receiving a BS in business management from ASU and gaining solid industry experience working for Global Crossing as commercial services manager, Bear decided to go it alone and started I-ology in May 1998, at the peak of the Internet heyday. Her driving force? Passion for customer service and the Internet coupled with the desire to put her entrepreneurial skills to the test.

By staying lean and mean at the beginning—the sales staff was, "just me," she says—Bear was able to grow the company through referrals and contacts, and has been profitable every year since inception. Now, with 10 employees and an impressive growth rate—75% last year, and a projected 100% for 2002—I-ology is well known around town, with big-name clients such as Kitchell, Lewis and Roca LLP and the Greater Phoenix Convention and Visitor's Bureau.

Bear still remembers fondly landing their first big account in 2000—ARAMARK Parks & Resorts. From that point through today, Bear pushes the I-ology team to stay focused on relationship building and customer service, an essential in their industry. Though the two are solid business building blocks, they can sometimes get lost in the bells and whistles of the technology-driven Web world.

Bear's strategy for growing the company has certainly been put to the test: In a down market, the smart-witted customer-driven types tend to succeed. According to Bear, that, along with the talent and

FAST FACTS

I-ology

i-ology.com

Top Exec:	Trish Bear President and CEO
HQ:	Scottsdale
Founded:	1998
Employees:	10
Funding:	Self-funded
Profitable?:	Yes
Market:	Web strategies

FAST FACTS

Delicious Deliveries Inc.

100mph.com

Top Exec:	Morgan Cislini CEO
HQ:	Tempe
Founded:	1995
Employees:	100+
Funding:	Self-funded
Profitable?:	Yes
Market:	Food delivery

diversity of her employees, has been the driving force for her strong standing in Arizona's business and Internet communities.

Competition may say: "Where did they come from?"

Last book read: *Synchronicity, The Inner Path of Leadership* by Joseph Jaworski

Best business advice given: "Hire up. Surround yourself with people who have great strength where you may fall short."

Contact Trish Bear at trish@i-ology.com

LOUIS BRETTON, 29

CO-FOUNDER AND VP OF BUSINESS DEVELOPMENT, CELLZDIRECT INC.

Mixing science and business is not an easy task. Just how many lab-rat types do you see on MSNBC? But it seems to come naturally for Louis Bretton, the mind behind CellzDirect, a cell-research company he founded in August 2000. Though trained as a scientist—a molecular and cellular biology graduate from University of Arizona—Bretton has received on-the-job business training over the last few years and has

become something of a bridge between the two worlds. "I'm kind of a mutt, a mix of the two [science and business]," he says. "I translate the business to the scientists and the science to the businesspeople."

Bretton, and CellzDirect's co-founder and current COO, Mark Griensenbrock, now provide both normal cells, which come from donor tissue, and diseased cells, which are sourced from academic institutions and scientists worldwide, to biopharmaceutical, government and academic scientists for a wide variety of research studies. In business for just over two

years, CellzDirect has snagged 12 of the top 25 pharmaceutical companies in the world as clients, including the likes of Pfizer, Bristol Meyers and Merck.

CellzDirect now has eight employees. Bretton expects the company to be profitable within the next 12 months, and is projecting revenue for 2003 in the neighborhood of \$10 million. Not bad for a company that started as a five-page business plan written by Griensenbrock.

Bretton can also add being a veteran of securing a round of funding to his young entrepreneurial reputation—the company received \$3.4 million in August 2002 through an investment team headed by Tucson-based Solstice Capital. Though he says the process may have aged him a few years, it was a great learning experience for him and the company. For others going through the same process, he advises this: "Stay true to the intent of the business model and make sure that

you've done enough research of your own before knocking on somebody else's door."

With CellzDirect in the heart of the biotech hub that is currently the big buzz in Tucson, Bretton is excited by the grassroots efforts he sees happening—and by the chance to strut Tucson's intellectual property and talent on a statewide and national stage. Look for Bretton to be instrumental in helping this to happen, and in growing and developing CellzDirect to big-player status in the billion-dollar cell-bioscience industry.

First job: Conducted research at the University of Southern California pathology department through an Edmondson Fellowship, at age 15.

Competition may say: "They better have hiking boots on."

Greatest career achievement: "It is yet to come."

Contact Louis Bretton at louis@cellzdirect.com

MICHAEL LEVINE, 34

PRESIDENT, AAARDVARK AAARMADILLO CORPORATION

One of the first things people ask Michael Levine when they meet him is about the odd name of his company. The explanation goes like this: In his junior year at New York's Parsons School of Design he started a remodeling company called AAA, for Avant Garde Artists and Architects. Taking the advice of friends and a Marketing 101 joke,

he changed the name to Aardvark to be first in the phone book. After his move to Arizona, he added Aarmadillo for the Southwestern touch.

But there is much more to this artist/entrepreneur than a quirky name. Self-employed since the age of eight, his first entrepreneurial venture was making bubble letter graffiti-inspired name signs to sell at bar mitzvahs. Levine went to great lengths to avoid being a starving artist before Aardvark Aarmadillo got off the ground, including welding anything he

could find—making mailboxes and candleholders to sell at local art fairs. A champion at guerilla marketing, he used networking, cold calling and his natural salesman skills to convince arts-minded business folk to come on board as clients, despite his limited portfolio.

Levine's current occupation is designing and fabricating store fixtures, point-of-purchase displays, furniture and sculptures. Aardvark Aarmadillo counts such household brands as Sutter Home, Stimson Lane and Pacific Sunwear as clients. His specialty is in sculptural wine display racks, which showcase his innovative designs and the ability to combine functionality with aesthetic creativity. One such display, a six

FAST FACTS

CellzDirect Inc.
cellzdirect.com

Top Exec:	Scott Edelman CEO
HQ:	Tucson
Founded:	2000
Employees:	8
Funding:	\$3.4 million in venture capital
Profitable?:	Projected within the next 12 months
Market:	Cell bioscience

FAST FACTS

Aardvark Aarmadillo Corporation
aardvark.net (currently blocked)

Top Exec:	Michael Levine President
HQ:	Phoenix
Founded:	1990
Employees:	2
Funding:	Self-funded
Profitable?:	Yes
Market:	Metal design / fabrication

Famous Young Entrepreneurs:

NAME	COMPANY	FOUNDED	AGE
Bill Gates	Microsoft	1975	20
Richard Thalheimer	The Sharper Image	1977	29
Anita Roddick	The Body Shop	1976	34
Michael Dell	Dell	1984	19
Jeff Bezos	Amazon.com	1994	30
Jake Burton Carpenter	Burton Snowboards	1977	23



(L to R) Morgan Cislini, Trish Bear and Louis Bretton.