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To: Kate Harris
Subject: Inc. 500|5000 newsletter

Inc. 500 | 5000 Newsletter

Produced by the Inc. 500|5000

February 2010

COMPANY SPOTLIGHT: RED MCCOMBS MEDIA

Musician Meets Mogul for Success on the Web



Around the turn of the millennium, after 14 years in the music business, Jon Flatt was starting to see some success with his alt-hard-rock band Native Tongue, including a record deal with Atlantic Records...but he was wary. All around him he saw engineers and producers who had commanded six-figure incomes begging for work. The Internet was changing the music business, and Flatt (a distant relative of legendary bluegrass guitarist Lester Flatt) decided he'd better look into the Internet as a better means to provide for his wife and two children. So, he decided to move from Los Angeles to Austin, Texas, a tech-savvy town that also happened to be his favorite place to play when touring. After a couple of years with some dot-com

startups, he launched his own firm.

The firm was called Wholesale Clicks. It bought up unused ad space on websites, packaged it, and sold it to advertisers. And it did very well. After two years, he says, "I was playing entirely too much golf, and making more money than I ever thought I'd make in my life." But the real money was about to come...[continued at the end of newsletter]

Applicant of the Week

As applications for the 2010 Inc. 500|5000 arrive, we'd like to shine a spotlight on some of the companies that are applying to appear on our ranking of the fastest-growing private companies in the U.S. Every week our editors select a new applicant to be specially featured on Inc.com here <http://www.inc.com/inc-5000-companies>.

Check out the featured applicant from last week, Kevin O'Brien of Petrelocation.com, and find out who will be this week's [applicant of the week](#).

[Apply now](#) for the Inc. 500|5000 to be eligible for the applicant of the week featured spot on Inc.com or call our team with any questions at 212-389-5505 (toll free 800-248-0308).

Flashback 5000: We Knew Them When

No. 15 on the 1990 Inc. 500 list was a firm that, we said, "automates financial work for small businesses". The firm, then based in Menlo Park, California, had grown revenue 10,623% from \$174,000 in 1985 to \$18.7 million in 1989. This was the company's debut on the Inc. 500. It would go on to make both the 1991 and 1992 lists, before going public in March of 1993. The company: Intuit, the giant of financial software for individuals and small to medium-sized businesses.

Intuit's revenue was \$3.2 billion at fiscal year-end last July (that's another 16,960% increase from 1989.) Someone who bought Intuit stock on its first day of trading would have multiplied their money twelve-fold by now. And co-founder Scott Cook has often been [featured](#) in the pages of *Inc.*, and spoken at several Inc. 500|5000 conferences.

Some of the firms on this year's Inc. 500|5000 will be the Intuits of 2030. Is one of them



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Apply by Monday, March 1 to be entered into a drawing for an *Inc. Executive Conference Package*. You will then also be eligible for all drawings in March and April to follow, as well as the chance to be featured on Inc.com as the [applicant of the week](#).

APPLY NOW

We're here to help: Feel free to contact us at 212-389-5505 (toll free at 800-248-0308) or by email at feedback5000@inc.com.

FAST ON THE DRAW

Congratulations to U.S. Translation Company of Ogden, Utah, winner of the February 16th Drawing!

David Utrilla
 President,
 U.S.
 Translation
 Company

yours?

APPLY NOW

Public-ity Stunt: Inc. 500|5000 Companies That Are Earning Their Tickers

Several Inc. 500|5000 alumni have gone public since we published the 2009 list last August. Let's catch up on what they are up to.

[Vitacost.com](#), an online retailer of vitamins and nutritional supplements, made the Inc. 500 every year from 2001 through 2005, earning the company a spot on our [Inc. 500 Hall of Fame](#), reserved for companies that make the Inc. 500 five or more times. The firm also made the Inc. 500|5000 in 2008, and went public last September. When we first listed Vitacost.com, it had grown from \$375,000 revenue in 1996 to \$3.6 million in 2000. Its revenue figure for all of 2009 is not yet available, but as of the end of September it was on track to take in more than \$180 million for the year.

[Echo Global Logistics](#) has also been on a fast track to success. The third-party logistics provider, founded in 2005, debuted on last year's Inc. 500 at No. 49, having grown from \$7.3 million revenue in 2005 to more than \$200 million in 2008. Echo went public in October.

Finally, [Fortinet](#) is a network security provider that made the Inc. 500|5000 at No. 1,258 in 2008 and No. 1,926 in 2009. The \$200 million + company went public in November.

Of the 63 companies that had IPOs last year, at least 15 have been on the Inc. 500|5000. Congratulations to all of them!

From the Inc. Community:



This year, *Inc.* is inviting private companies everywhere to join the Inc. community, a growing network of private businesses with whom we share benefits such as new best practice research on private company growth and exclusive invitations to *Inc.* events. One Inc. community company that caught our eye is [Pereira & O'Dell](#), an innovative San Francisco-based advertising agency heavily

influenced by the digital culture and focused on creating cross-disciplinary campaigns. Chief Creative Officer PJ Pereira and CEO Andrew O'Dell launched their firm in March of 2008 after holding executive positions at a number of agencies including AKQA, where they worked on large accounts including Coca-Cola and McDonald's. Since starting their own firm, they have nabbed an impressive roster of clients, including Lego, Corona, and Intuit. We look forward to seeing this up and coming company on future Inc. 500|5000 lists.

Musician Meets Mogul continued

A randomly paired golfing partner was intrigued by his business, and the two exchanged phone numbers. Two weeks later, the man called Flatt and told him that Red McCombs would like to meet him. McCombs was a successful car dealer who co-founded Clear Channel Communications, and also owned the Minnesota Vikings for seven years. "Red saw the parallels between getting in on the ground floor of radio and getting in on the ground floor of Internet advertising," says Flatt.

So in 2005, Wholesale Clicks became [Red McCombs Media](#). And with McCombs'



Winner of two full registrations to the Inc. 500|5000 conference

Company snapshot:

U.S. Translation Company provides translation and interpretation services, and adapts products and media for local markets. With more than 1,300 translation specialists, they can provide translations in more than 100 languages.

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You're invited to the premiere event for growing companies
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For Inc. 500|5000 honoree-only pricing and a special breakfast with Michael Gerber, please call our team at 866-901-3205, or [click here for more information](#).

SPREAD THE WORD

In an effort to celebrate and honor growing private companies everywhere, [Click here to help us spread the word about the Inc. 500|5000](#).

Remember: if enough growing companies apply in your community, you could all receive additional coverage on an [Inc. Top List](#) as leaders in your industry and/or metro area.



Meet the Press:

Promote your Company on the Web

Attention Inc. 500|5000

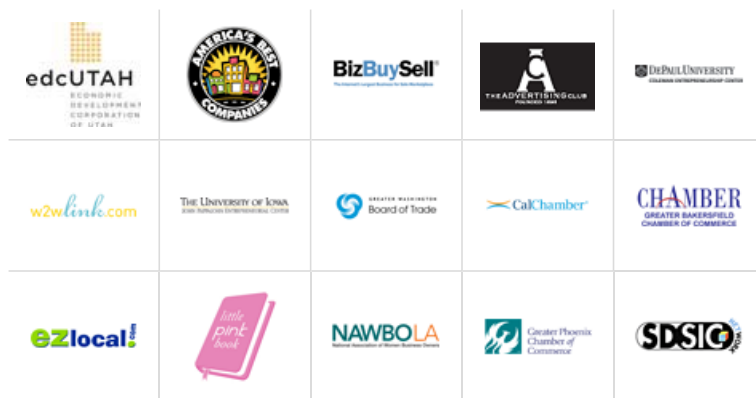
investment, the company became much more sophisticated, planning clients' entire digital media presence in collaboration with their advertising agencies, often taking pieces of ads used in television campaigns and repurposing them for the Web. One of the company's specialties is video that plays within banner ads. The team prides itself on customizing every campaign. "Today, we can get you on the perfect website and we can target based on behavior, based on psychographic, geographic, anything you want to do," says Flatt.

Red McCombs Media grew enough to earn a spot at No. 1,055 on the 2008 Inc. 500|5000, and No. 1,388 on the 2009 list. And that growth caught the eye of another old media player eager to increase its digital media presence. In October, the company was purchased for \$7.9 million by **LIN TV**, a publicly traded company, based in Providence, Rhode Island, that owns 27 local television stations. Flatt has stayed on as President and CEO, and his firm is now renamed RMM.

As for his firm's new owners, "They've been great," says Flatt. "They get it." LIN CEO Vincent Sandusky knew he needed to do something to grow his company, as local television is not a growing industry. LIN's salespeople have already started selling RMM's services in the markets they cover, and RMM is hiring a lot of new salespeople itself. Flatt expects to have 300 salespeople in a couple years. Aside from that, however, the acquisition hasn't meant much change in the work RMM performs. It's still in the same business. And still a rapidly-growing business.

APPLY NOW

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KEY DATES:
INC. 500|5000

- **GROWCO, Inc.'s Grow Your Company Conference**
March 14-16, 2010 - Orlando, Florida
- **Inc. 500|5000 application deadline (no extensions)**
Friday, April 30, 2010
- **Inc. 500|5000 verification deadline (no extensions)**
Friday, May 14, 2010
- **Inc. 500|5000 honoree notification** Summer, 2010
- **Inc. 500|5000 list published on Inc.com and the top 500 in Inc. magazine**
Tuesday, August 24, 2010
- **Inc. 500|5000 conference and awards ceremony**
September 30-October 2, 2010 - Washington D.C.

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