

Inc. 500 | 5000 Newsletter

Produced by the Inc. 500|5000

March 2010

COMPANY SPOTLIGHT: A. POMERANTZ & CO.

From Baseball to Business



Garry Maddox, former Phillies center fielder and 1980 World Series Champion, always knew there was another career beyond the playing field waiting for him. "There's handwriting on the wall along the way," says Maddox, for players who are looking to expand their horizons after an MLB career. Maddox decided to take the business route because of its enticing non-travel schedule and family time; while he was finishing his last two years with the Phillies, he earned his degree at Temple University.

In 1994, after starting his first business and learning about sales with World Wide Concessions, a unique business opportunity came to Maddox through various board and bank contacts in the form of **A. Pomerantz**. After purchasing the company, Maddox kept the original company's name after its owner, Russian

immigrant Amen Pomerantz, in order to maintain the company's customer base, even though at the time A. Pomerantz was bankrupt... *[continued at the bottom of the page]*

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 be included in 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 to be the **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.

Recent Applicants of the week:

- Angela Carr and Christina Cummings of **Turbie Twist** - a small, super-absorbent hair towel company
- Marc Barros and Jason Green of **Twenty20** - a wearable camcorder business
- Kevin O'Brien of **Petrelocation.com**
- Marc Cléjan of **Green Logic** - an alternative energy company

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Flashback 5000: We Knew Them When

In 1990, Morningstar, a financial services company, made the Inc. 500 for the first time at No. 471. At the time, there was no mention in the magazine for the Chicago-based firm other than its listing, who we said "publishes financial information." The firm had grown from \$131,000 revenue in 1985 to \$1.1 million in 1989, a 750% rise. It would go on to make the Inc. 500 four more times, earning it a spot on the Inc. 500 Hall of Fame.

Founder Joe Mansueto started the company in his one-bedroom apartment in 1984. The initial financial guides they delivered were the first to shine a light on the then-secretive mutual fund industry. It began publishing its content online in the 1990s, and eventually



"Being on the list is such a feeling of accomplishment for all our employees. They are the reason we made this list and why we are successful."

-Jeffrey D. Wassmer,
President and CEO,
Spectrum (Inc. 500|5000 honoree)

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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.

Weekly drawings made possible by Inc. 500|5000 supporting partner, **Rothstein Kass**

expanded to cover stocks as well as mutual funds. Last year the firm took in \$479 million in revenue. (For those keeping count, that's a 43,545% increase from 1989.)

Morningstar went public in May of 2005. But perhaps of greater interest to our readers is this: the following month, Joe Mansueto bought *Inc.* and *Fast Company* magazines, putting them under the umbrella of a new company called Mansueto Ventures. *Inc.* Editor-at-Large Bo Burlingham wrote a [masterful account](#) of the high drama and intrigue behind the purchase of the two magazines in our September issue of that year.

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

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The Private Press: Inc. 500|5000 Companies in the News

Rick Snyder, a former executive at [Gateway](#), has tossed his hat into the ring for governor of Michigan; Snyder hopes to win the Republican nomination. Gateway, a computer company then known as Gateway 2000, made No. 1 on the Inc. 500 in 1991, No. 2 in 1990 and 1992, and No. 6 in 1993. You'll remember the South Dakota-based Gateway as the company that shipped its wares in boxes with cow-like spots on them. Snyder made a splash in February with an ad he placed during the Super Bowl, advertising himself as "One Tough Nerd". The Republican primary is August 3.

[Paragon Space Development](#), a Tucson firm that made the 2008 Inc. 500|5000 at No. 1,148 and the 2009 list at No. 953, is one of five private companies that were awarded a total of \$50 million by NASA in February to support commercial space efforts. Paragon got \$1.4 million to perfect its environmental control and life support air vitalization system. There's a nice video about what NASA and Paragon are up to [here](#).

Nick Friedman and Omar Soliman, Co-President and CEO's of [College Hunks Hauling Junk](#), No. 156 on last year's Inc. 500|5000, have become reality TV stars. In January, the two appeared on an episode of Bravo's *The Millionaire Matchmaker*. You can read Nick's blog post about the adventure [here](#).

From the Inc. Community:



For those whose taste in wine is as characteristic as their taste in home decorating, a new [Inc. community](#) company has all bases covered. [house.wine.](#) is a company with a new kind of business model: a combination wine boutique and furniture store. Founder Todd Smajstrla realized a few years ago that there is a link between the wines people appreciate and the way they choose to decorate their homes. The store's furniture offerings are described as "Urban loft meets the Texas Hill Country", and 300 varieties of international and California wines are in stock. The firm's main store is in Fredericksburg, Texas, and there is already one franchise in McAllen, with another opening soon in Marble Falls.

From Baseball to Business (continued)

Once known as the premier supplier for office supplies and stationery, A. Pomerantz evolved under Maddox's direction into office furniture and services for the work environment to become A. Pomerantz & Co. Despite the vast differences between baseball and sales, Maddox notes there are crossovers between both which he currently

ROTHSTEIN KASS PRESENTS

Heading for the Exits: Preparing for the Sale of a Family Business

Visit [rkco.com](#) to request your copy of this thought provoking white paper, based on 2010 industry research.

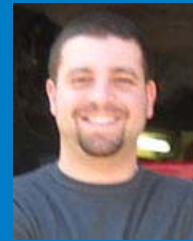
2010 Inc. 500|5000 Supporting Partner

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FAST ON THE DRAW

Congratulations to Inc. 500|5000 applicant Capitol Hill Exxon, winner of our weekly Drawing!



Hamood
Abutaa
Owner
Capitol
Hill Exxon

Winner of the Executive Conference Package

Company snapshot: Capitol Hill Exxon, a service station located in the heart of Washington, D.C.'s Capitol Hill district, counts neighborhood residents, tourists, and congressmen amongst its clientele.

Weekly drawings made possible by Inc. 500|5000 supporting partner, [Rothstein Kass](#)

Featured Inc. 500|5000 Partner: Utah Technology Counsel

Utah's premier professional association, the Utah Technology Council, is the essential business resource for life science and high-tech companies seeking to achieve greater success.



uses to his advantage. He credits baseball for teaching him a strong work ethic and the role of leadership. "I was taught to understand and appreciate individuals. In sales, there's a lot of disappointment and adversity to overcome, not unlike baseball. You can be a 'Hall of Famer', but [you] have to fail so many times, lose one day, and then bounce back," he says.

But Maddox is quick to note that in business he had to learn a great deal the hard way. He says the company's biggest but hardest move came in 2005 in an effort to reach their recent and highest sales of \$45M. Maddox looked to one of his mentors, Ray Riffle, who advised him to change the A. Pomerantz & Co. model. After downsizing to half of its 100 employees and narrowing their accounts to 25 and only Fortune 500 companies, A. Pomerantz' company culture, domain knowledge and processes began to feel the strain. "You have to bear down and deal with that culture change" he says, in order to get the company back in the game.

But A. Pomerantz & Co. bounced back and today it has new goals on the horizon: sustainable furniture and eco-materials. Maddox notes that companies looking to create appealing office environments now ask for LEED-certified elements and want to be "good corporate citizens". In the future, Maddox hopes to take A. Pomerantz & Co. to larger "playing fields" with sustainable materials, production shifting to China and a strategic focus on vertical markets such as higher education, government and healthcare office environments. In the meantime, they are still growing, having applied for the Inc. 500|5000 in February.

In the end, it was the Phillies' organization model and his experience as a part of a championship team that helped him build the successful sales structure that A. Pomerantz depends on today. "I've learned a lot about how to carry myself from the way I grew up in the game".

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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.](#)

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*Offer is valid to new PR newswire members only.

KEY DATES: INC. 500|5000

- **Heading for the Exits: Preparing for the Sale of a Family Business**

March 24, 2010 - New York, NY

- **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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"There is no better way to let your customers know that you have transformed from start-up to a real player."

Brian Cullen, CEO, SingleSource Property Solutions, No. 141 in 2009