

# IMPACT

## AWARDS

### A Perfect 10

*Ten inspiring business owners show you how to celebrate the best of times even in the worst of times*

By Lori K. Baker

Bad times can bring out the best in business people. If you don't think so, meet some of the Phoenix metropolitan area's most inspiring business leaders of 2009: the 10 finalists for the 22nd Annual IMPACT Awards. Their business backgrounds cover the gamut, from banking to infertility treatments, but they share a common bond: a personal philosophy that allows them to excel, even amidst the bleak economic news that bombards us daily.

After all, no one is better than entrepreneurs and business leaders at finding opportunities within a problem, or even a full-blown crisis. So borrow some pages from their playbooks as our 10 finalists share their greatest inspirations, aspirations and motivators.

#### Inspiration Unleashed

Many of the finalists had their entrepreneurial spirit sparked at a young age by an influential family member.

For Robin Orchard, president/owner of Orchard Medical Consulting, that key person was her father. "In 1984, after working for a trucking company for 20 years, he was diagnosed with cancer and was told he would be lucky to see 18 months," she

recalls. "The first thing he did was quit his job and buy a muffler repair shop, since it was always his dream to own a business. The flexibility, stature in the community and independence that muffler shop afforded him made him truly happy." After fulfilling his lifelong dream, he also beat the odds by living seven more years—and enjoying five new grandchildren.

John Eisenhower, Integrity Tree Service president, recalls a grandmother who turned her passion for baking pies into a thriving business that allowed her to support her two young daughters after her husband died. "My grandmother, Nell Petersen, started and ran the successful Patio restaurant in Van Nuys, Calif., and her Patio Pies became legendary," he says. "Afterward, when the family settled in Arizona, Nell opened



Kimberly and John Eisenhower  
Integrity Tree Service



William Hinz  
Western National Bank



Wayne and Linda Minde  
Tri-Lite Builders

the popular Cottage Bakery in Scottsdale, where her Danish pastries again were the talk of the town. I worked in the bakery occasionally as a kid on Saturdays, folding pie boxes and selling behind the counter. When Nell opened that double industrial oven and proudly slid out her pies, cookies and apricot turnovers, I remember, along with the sweat on her brow, the tremendous pride in her eyes.”

Bill Hinz, president and CEO of Western National Bank, likewise was inspired by the entrepreneurial spirit of his earliest role model, his father. “I grew up as the son of a banker,” says Hinz, who realized at a very young age the power of small business loans to launch and grow entrepreneurial endeavors. “All my idols growing up were his customers—the homebuilders and the entrepreneurs. Today, that local banking relationship is all but gone in Arizona, where 98 percent of our

deposits are controlled by out-of-state banks. That’s the void we feel.” And that’s the void Hinz hopes to fill through Western National Bank.

Clark Peterson, CEO of Telesphere, credits both his parents and teachers for sparking his entrepreneurial drive. “I believe that desire came from the indelible influence of my parents and teachers who praised me for making a positive difference,” he says. “That constant encouragement motivated me to entrepreneurially look for ways to innovate and improve in a way that benefits other people’s lives. This underlying motivation has carried over into my professional career where I have been involved in the very early startup stages of every company I have worked with. I’ve been fortunate enough to help build them into some of the largest cellular and land line telecommunications companies in the country.”



Anthony Narducci  
O'Neil Printing, Inc.



Robin Orchard  
Orchard Medical Consulting



Clark Peterson  
Telesphere

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**What's the Big Idea?**

Despite their successes as business leaders, none of our 10 finalists are willing to rest on their laurels.

“What’s my BHAG—Big Hairy Auspicious Goal?” asks Dale Walters, CEO of Keats Connelly & Associates, a cross-border wealth management firm. “I’d like to win the Nobel Peace Prize.” Right now, he’s pouring his humanitarian efforts into reducing the incidence of tuberculosis in the impoverished Mexican town of Hermosa as a member of a Rotary International outreach committee. Keats Connelly founding partner Robert Keats shares that humanitarian spirit, with favorite charities such as Save the Family, Habitat for Humanity, World Vision and Ronald McDonald House.

Anthony Narducci, president of O’Neil Printing, also finds meaning through community involvement in organizations such as Life in Abundance International, Alice Cooper’s Solid Rock and The Grove Bible Church. “It keeps me connected to those in need, and I strive each day to make a difference in the lives of the marginalized among us,” he says.

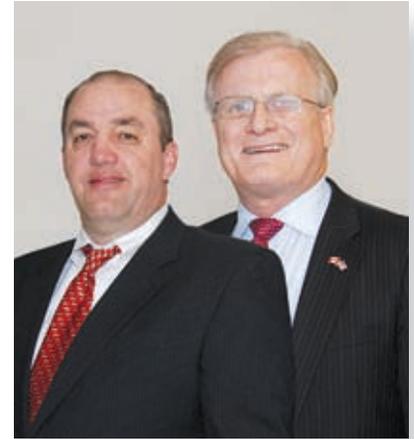
Margie Traylor, CEO and co-founder of Sitewire Marketplace Solutions, aspires to leave her imprint on the world as “an inspiration, role model and mentor for people of all walks of life to help them achieve their dreams.” “With my life experience and guidance, I want to help others break down barriers and find their own greatness,” she says. “I want to inspire everyone I touch to be the best they can be at whatever they pursue. It is a lofty aspiration, but it is what makes me who I am, and I will never give up on it.”



Diana Thomas  
The World Egg Bank



Bret Giles & Margie Traylor  
Sitewire Marketplace Solutions



Dale Walters & Robert Keats  
Keats, Connelly & Associates, LLC



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### The Driving Force

Behind achievement lies an invisible force called motivation, the driving force that pushes entrepreneurs ahead, even in today's turbulent times.

Motivation can be rooted in life experiences. After years of infertility treatments, Diana Thomas not only found an egg donor who made it possible for her to become a mother, but she founded The World Egg Bank. Today, she says she's "motivated by compassion, integrity and the energy and commitment to scale a new fertility industry to an international level, to assist as many women as we can to build their families through egg donation."



Karen Watts-Edwards  
*Advantage Urgent Care*

Motivation also can spring up from commitment to clients, employees and the business community. "A huge motivator is exceeding client expectations and seeing our trade partners succeed in business by patterning their business goals and values after ours," says Linda Minde, who co-owns Tri-Lite Builders with her husband, Wayne. "At Tri-Lite, we support our employees furthering their professional education. Seeing them obtain certifications and get promoted keeps us (and them!) motivated. I am also heavily involved in mentoring other women entrepreneurs. Watching them succeed is a great motivator and reward."

Or motivation can come from a special love. Karen Watts-Edwards calls herself an "accidental president." The former physician's assistant and her husband, Bill Edwards, shared a dream of owning their own business when they opened Advantage Urgent Care in 2002. But four years later, Bill suffered from a traumatic brain injury following complications from a surgery, leaving Karen to head the company on her own. Despite the challenges of suddenly being in the driver's seat, she says, "My inspiration has been to carry on that dream we shared."

### Get Connected

#### Advantage Urgent Care

[www.advantageurgentcare.com](http://www.advantageurgentcare.com)

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