



## Michael Hopkins



Employer Flexible  
Houston, TX  
[www.employerflexible.com](http://www.employerflexible.com)

TAB Member Since: 2009  
Company Founded: 2003  
Industry: Human Resources

**Inc. List Rank: 76**  
Company Size: 55

Employer Flexible is a Human Resource Outsourcing (HRO), Professional Search and Recruiting/Staffing Company.

***“I think that a new member of TAB couldn’t help but see that the wealth of real life knowledge is invaluable.”***

Many privately owned businesses start out small, which means the owner and employees often wear more than one hat. As the business grows, however, it becomes increasingly difficult to split time between core product/service development and managing the day-to-day operations of the business. That’s where reallocating resources comes in, and where growing businesses can take advantage of outsourcing. Most experts would agree it’s not a good idea to outsource your core competencies, but you can successfully outsource administrative duties, such as Human Resources.

Employer Flexible is a Human Resource Outsourcing (HRO) firm that provides businesses of different types and sizes a cost-effective means of outsourcing employer-related activities. From handling payroll and benefits, to staffing and recruiting, to matching clients with accounting, engineering, technical and clerical professionals, the company offers a range of services. Their specialized expertise enables the businesses they work with to focus on core business growth instead of HR administration.

Founded in 2003 as a traditional staffing firm, Employer Flexible soon recognized the great demand for Human Resources Outsourcing. Their customized HR service plans have led to three locations, and a spot at number 76 on the Inc. 500/5000 list this year. Michael Hopkins attributes the company’s success so far to its people. “We have been able to attract and retain great people,” he says.

A member of TAB since 2009, Hopkins sees TAB doing for him what he enables others to do. “TAB allows me to remain grounded and focus on working on the business rather than in the business,” he says.

Hopkins also appreciates the experience of fellow TAB Board members. “Coming from a bootstrap background, my biggest challenge is mentally keeping up with the evolution from being a small company to a midsize firm,” he explains. “TAB has allowed me to look into companies much larger than our current company size. The members on the Board have lived through a lot of my current challenges, allowing me to hopefully avoid or learn from their mistake rather than making the same mistakes myself.”



## Hassan Bawab

Magic Logix  
Dallas, TX  
[www.magiclogix.com](http://www.magiclogix.com)



TAB Member Since: 2010  
Company Founded: 1999  
Industry: Advertising & Marketing

**Inc. List Rank: 194**  
Company Size: 12

Magic Logix offers digital marketing solutions including website design and development, graphic design and online marketing services.

***“I feel this success was achieved from hard work, dedication and passion for the industry from both myself and my team.”***

The most successful businesses often start as a passion. It was a passion for website development that encouraged Hassan Bawab to found Magic Logix in 1999. Even as a new business owner, Bawab knew that success depended on his ability to give customers what they wanted, so he sharpened his skills and learned multiple programs and web languages.

As the business grew, Bawab was able to hire other web designers and developers, as well as graphic designers and online marketing specialists, to provide a full suite of services for clients. Now, at number 194 on the Inc. 500|5000 list of “Fastest Growing Companies,” Magic Logix is an inspiration for other business owners who may wonder if they can actually make money doing what they love.

As CEO of Magic Logix, Bawab spends less time on programming these days and more on leading the company – much of which comes down to relationship building. “I value every employee and customer,” Bawab says. “I feel that through networking and building relationships with great people, Magic Logix is where it is today.”

In addition to its Dallas headquarters, the company recently opened a new office in Chicago. Its client list includes such notables as Marriott, FedEx and Whole Foods, as well as many smaller businesses around the world.

Bawab recently joined TAB to share experiences and learn from other business owners. “I live and breathe what I do,” Bawab says, “and I encourage my team to be passionate in everything they do. I truly feel that the success of the company was achieved from hard work, dedication and passion for the industry from both myself and my team.”



## Kimberly May

WnR, Inc.  
The Colony, TX  
[www.wnrinc.net](http://www.wnrinc.net)



TAB Member Since: 2008  
Company Founded: 2005  
Industry: Construction

**Inc. List Rank: 428**  
Company Size: 19

WNR, Inc. is a special trades contractor that offers the full spectrum of commercial roofing services and products.

***“TAB has helped me grow my business 695% in just three years.”***

Kimberly May was a single mom with three sons in college and \$100 in the bank when she started WNR, Inc. in 2005. That first year she concentrated on getting clients for her new roofing business, taking advantage of her experience with her family’s roofing business, and subcontracting out the project work.

What drove May to pursue her own commercial roofing business? “I grew up in the construction industry and saw the increasing need for women-owned construction businesses,” she explains. “Not only were there a limited number of women-owned construction companies, but the requirements for utilizing their services were increasing.”

After only a year in business, May was able to start hiring employees and taking on bigger projects. In 2007, WnR became a member of the Women’s Business Enterprise (WBE), which provided access to contracts from large corporations. In five years, May’s company has grown to \$2.7M, with two partners (her sons) and 19 employees. Clients include government, military and educational facilities as well as notables such as Burger King and Wal-Mart.

In addition to leveraging incentives to grow her business, May ensures that her company delivers high quality work. She also looks for opportunities to improve customer service, such as the system she devised for her estimators, which reduced bid turnaround time from 2 days to 30 minutes.

At number 428 on Inc’s 500|5000 list, May credits her success to deep industry knowledge, a diverse management team with complimentary skill sets, and being in the right place at the right time.

She also credits her membership in TAB, and the support of her TAB facilitator, with helping her grow her business 695% in the past three years. “My TAB coach challenged me to do projects differently,” May recalls. “She encouraged me to think outside the box and to accept the challenge to take on a long distance project. This project has turned into a 10 year exclusive master contract worth approximately \$10-15M, and is opening doors to brand name customers.”

Given that the management team at WNR is relatively young, May also appreciates the advice and support she gets from more experienced TAB Board members. “I am able to tap into the wisdom and experience of other members who have handled similar issues,” she says. “Plus, we usually have a guest that brings new and valuable information to the table.”



## Bill Bryan

Microconsult, Inc.  
Carrollton, TX  
[www.microconsultinc.com](http://www.microconsultinc.com)



TAB Member Since: 2008  
Company Founded: 1986  
Industry: Consumer Products & Services

**Inc. List Rank: 1858**  
Company Size: 29

Microconsult, Inc. is an independent microbiological and analytical chemistry testing laboratory.

### *“Ideas from the TAB group spawn additional ideas for the business owner.”*

**B**ill Bryan founded his company on three principles: quality, service and price. All three are critical to the success of Microconsult, Inc., a testing laboratory for cosmetic, medical and nutritional product manufacturers throughout the United States. Bryan founded the company with a partner in 1986 on a shoestring. The venture started out as a part-time gig, but Bryan’s commitment to accuracy, customer service and competitive pricing enabled him to grow it into a full-time investment. And then things really took off.

In three and a half years, Microconsult grew from five employees to 28. The company expanded its offerings from microbiology and shelf life testing to include analytical chemistry and nutritional testing, with pesticide testing on the way. The company’s initial 3,000 square feet facility has swelled to over 13,000 square feet to handle the increased requirements and business.

With more than 32 years experience in the pharmaceutical and cosmetic industries, Bryan knows the technical and regulatory side of the business well. But he’s also dedicated to understanding the business aspects of his customers’ needs. For example, the company prides itself in rapid turnaround times so that customer shipping dates aren’t delayed. Bryan also believes in offering a “personal touch” and ensures that customer questions are addressed completely and quickly.

Bryan recognizes the value of monthly TAB meetings with other business owners who share similar staffing and resource limitations, as well as the one-on-one coaching time with his TAB Facilitator. “A business owner attending a TAB board meeting would see others thinking outside the box with creative ideas that one does not always consider on a day to day basis,” he says. “Ideas from the TAB group spawn additional ideas for the business owner.”



## Jeff Meisner

Skyline DFW Exhibits & Graphics  
Grand Prairie, TX  
[www.dfwexhibits.com](http://www.dfwexhibits.com)

TAB Member Since: 2006  
Company Founded: 2001  
Industry: Business Products & Services



**Inc List Rank: 3329**  
Company Size: 20

Skyline DFW Exhibits & Graphics provides trade show and event services including exhibits and graphics, creative services and exhibit and event services.

***“As the CEO, no one within your organization will hold you accountable for implementing solutions, but your TAB member board and facilitator will.”***

Since opening for business in 2001, Skyline DFW Exhibits & Graphics has defied the odds with double-digit top-line revenue growth every year since. This despite a 20% decline in the net square footage of exhibit space at trade shows since 2006. Yet, even in the midst of a recession, and cutbacks in corporate trade show and convention budgets, Skyline DFW has continued to grow. In fact, between 2006 and 2009 the company has grown 57% and in 2008, the company expanded its operations from 12,000 to 37,000 square feet.

But it's not square footage that landed Skyline DFW on the Inc. Magazine 5000 "Nation's Fastest Growing Businesses" list for 2010. CEO Jeff Meisner knows that having the right people is key. "Our formula for success has been based on great employee team members, and having solid documented processes and procedures," he says. "The trade show business is not an easy environment to work in due to its constant deadlines and fast-paced nature. Knowing that working in this business is not the right fit for everyone, we have developed a lengthy hiring process that includes personality surveys and group colleague interviews."

Meisner also credits the company's management team for having the strategic foresight to go beyond sales of display exhibits and graphics, to complete turn-key tradeshow and event solutions, including trade show logistics, exhibit rentals, project management, installation and dismantle, exhibit storage and exhibitor training. The company's full-service offerings and focus on quality has led to client/partner relationships with the likes of American Airlines, GameStop, Hitachi and RadioShack.

A TAB board member since 2006, Meisner has realized that most business issues are common among business owners, regardless of what industry the company is in and whether or not it is selling a product or a service. Because of this, he says, his fellow TAB members have provided him with meaningful and creative solutions to his business problems. "Also," he adds, "as the CEO, no one within your organization will hold you accountable for implementing the solutions, but your TAB member board and facilitator will."



## Ben Collinsworth



Native Land Design  
Cedar Park, TX  
[www.nativelanddesign.com](http://www.nativelanddesign.com)

TAB Member Since: 2008  
Company Founded: 2001  
Industry: Construction

**Inc. List Rank: 4297**  
Company Size: 130

Native Land Design provides commercial landscape management and maintenance for HOAs, office complexes and retail centers.

***“Networking with other business owners from outside of the Green Industry has really helped us raise the bar.”***

Sometimes the best laid plans don't come to fruition, and that's especially true when starting a new business. When Landscape Designer Ben Collinsworth started Native Land Design in 2001, he began with what he knew, offering landscape design services in residential construction.

Along the way, the company picked up some estate maintenance work, and then landed a maintenance contract for a large home owner's association. Collinsworth soon realized that taking care of landscaping for commercial zones – HOAs, office complexes and retail centers – was a more attractive and safer business model. In 2005, Collinsworth decided to pursue commercial clients full-time, and his business took off.

Today, Native Land Design is a \$10 million company and boasts four locations in Texas, as well as a spot on the Inc. 5000/500 list of fastest growing private companies for both 2009 and 2010. Much of the company's growth occurred fortuitously, with Collinsworth turning large contracts into opportunities to expand to new cities.

The company now relies primarily on word of mouth referrals, as well as event marketing. Such a strategy is difficult to get away with unless the business excels at networking and relationship building, an approach that has worked well for Collinsworth. Native Land Designs prides itself on attracting and keeping talented people, and the company provides many training and advancement opportunities. The company also invests in unique marketing to existing customers, such as hosting barbecues for clients.

Collinsworth joined TAB in 2008, where he has formed valuable relationships with business owners from outside his industry. “Networking with other business owners from outside of the Green Industry has really helped us raise the bar,” Collinsworth explained in an article for “Green Industry Pro” magazine. “At first I was like, ‘I don't really have any big issues to deal with.’ But once you get in a group like this and start talking, you realize that, ‘Man, I've got a ton of issues.’ And it does absolutely no good to run from them.”