



TOP 25

FASTEST-GROWING COMPANIES

See how they run. The UV50's 2008 Fastest-Growing Companies share what works, what hurts and how to grow.

NO. 1 SILVERCREEK DEVELOPMENT

Three-Year Growth: 841%
Revenue in 2007: \$12,295,590
Year Founded: 2001 **City:** Provo
Employees: 10 **Industry:** Construction
Web site: www.silvercreekllc.com
Founder: Geoff Granum, 37

The Company: A high-end custom home construction company that builds homes in Utah County, Park City and the San Francisco Bay Area.

The Growth: Innovative design partnered with a customer-centric culture has led to a rock-solid foundation in the high-end homebuilding market.

The Growing Pains: "Relinquishing control and delegating tasks to others. This takes trust and a strong core of employees — one cannot succeed without the other."

The Advice: "Develop a written plan for growth, which highlights market trends, feasibility and financial implications."

NO. 2 SEASTONE

Three-Year Growth: 749%
Revenue in 2007: \$17,000,814
Year Founded: 2002 **City:** Provo
Employees: 30 **Industry:** Consumer Products
Web site: www.seastone.com
Founder: Warren Osborn, 43

The Company: A gift card packaging company.

The Growth: With a \$95 billion industry to work from, Seastone has capitalized on the market with immense speed and retail success (the company sold 100 million gift card packages in 2007).

The Growing Pains: "Shifts in the industry. If you don't adapt, you face going out of business."

NO. 3 BROWN BROTHERS CATERING

Three-Year Growth: 675%
Revenue in 2007: \$1,238,770
Year Founded: 2004 **City:** Provo
Employees: 47 **Industry:** Catering
Web site: www.brownbrotherscatering.com
Founder: Sam Schultz, 26

The Company: A provider of five-star catering services at realistic prices.

The Growth: A tasty combination of marketing, networking and cuisine has led to impeccable growth in record time.

The Growing Pains: "Not being able to catch up with the growth."

The Advice: "Over-produce and under-promise rather than over-promise and under-produce."

NO. 4 ALIANZA

Three-Year Growth: 588%
Revenue in 2007: \$2,942,890
Year Founded: 2003 **City:** London
Employees: 50 **Industry:** Information Technology
Web site: www.alianza.com
Founder: Brian Beutler, 28

The Company: Provider of a hosted, fully-integrated IP-based platform for Broadband Service Providers.

The Growth: The right combination of product, team, funding and timing has made way for a growing client base in the U.S. and Latin American markets, as well as a 95 percent employee-retention rate.

The Growing Pains: "Recruiting the right team."

The Advice: "Start with the end in mind. Create a plan, commit the needed resources, regularly measure your progress, and don't be afraid to make the needed adjustments."

NO. 5 ATASK

Three-Year Growth: 520%
Revenue in 2007: \$7,816,132
Year Founded: 2001 **City:** Orem
Employees: 70 **Industry:** Software
Web site: www.attask.com
Founders: Scott Johnson, 38; Nate Bowler, 34; Abe Knell, 34; Jason Fletcher, 34

The Company: A provider of on-demand project and portfolio management software.

The Growth: A solid market demand coupled with a solid execution has led to Fortune 500 clients such as Apple, Chevron, McDonald's and Toyota.

The Growing Pains: "Finding good talent quickly to keep up with the growth."

The Advice: "Measure everything. You can make growth happen if you know where to improve the organization."

NO. 6 SIMPLICITY GROUP

Three-Year Growth: 468%
Revenue in 2007: \$4,318,784
Year Founded: 2002 **City:** Springville
Employees: 65 **Industry:** Technology
Web site: www.simplicitygroup.com
Founders: Matthew F. Schneck, 37; Adam K. Wilkinson, 28

The Company: A provider of Web application development, including corporate reward programs, corporate social networks, customer resources management and video sharing networks.

The Growth: A unique and relevant platform coupled with dedicated employees has led to a representation of more than 1,800 merchants, 6,300 businesses and more than 1,230,000 customers.

The Growing Pains: "We can't say 'yes' to every new project. Every week a new and creative project is proposed, and we have to remind ourselves that there is a time and place for each opportunity — and then hope we choose well."

The Advice: "Never forget that 'cash is king.'"

NO. 7 MATRIX COMMUNICATIONS

Three-Year Growth: 345%
Revenue in 2007: \$1,674,909
Year Founded: 2002 **City:** American Fork
Employees: 11 **Industry:** Telecommunications
Web site: www.matrixcommunications.com
Founder: Richard Miller, 32

The Company: Voice, data and phone communications. Plus audio, video, wiring and surveillance services.

The Growth: A customer-centric culture has made way for a one-stop shop that saves customers time and money.

The Growing Pains: "The cost of expanding so quickly. We had to fire five employees in the last year, we are in the process of building our own building, and we just bought a new fleet of service vehicles. The costs are justified, but it's still hard to write that check for half a million dollars."

The Advice: "Find what you are good at and build on that. Work in the industry for several years before trying to start a business, and make sure your network is large enough that when you start up you can call on those people."

NO. 8 FISHBOWL INVENTORY

(aka EXPRESSTECH HOLDINGS)
Three-Year Growth: 305%
Revenue in 2007: \$5,204,300
Year Founded: 2001 **City:** Orem
Employees: 50 **Industry:** Software, Manufacturing
Web site: www.fishbowlinventory.com

CEO: David Williams, 49

The Company: An inventory control software company designed for QuickBooks users.

The Growth: Intense research, as well as a focus on knowing the needs of its customers, has led the company to be the No. 1 add-on for QuickBooks and have a mere 2 percent product-return rate.

The Growing Pains: "The stretching of great people by throwing them into positions of leadership, none of whom were raising their hands to be a leader."

The Advice: "People are your core asset. If you focus on your people and if you have a legitimate product or service, you have a great chance to succeed."

NO. 9 iMERGENT

Three-Year Growth: 288%
Revenue in 2007: \$151,617,000
Year Founded: 1995 **City:** Orem
Industry: Software
Web site: www.imergentinc.com

CEO: Donald L. Danks

The Company: An eServices provider.

NO. 10 DOBA

Three-Year Growth: 240%
Revenue in 2007: \$8,740,000
Year Founded: 2002 **City:** Orem
Employees: 50 **Industry:** Software
Web site: www.doba.com
Founder: Jeremy Hanks, 33

The Company: Wholesale product source for online sellers.

The Growth: With more than 1 million products for its customers to choose from, Doba has expertly executed the philosophy of "right product, right time."

The Growing Pains: "No matter how you grow it means change, and change is hard for people to deal with."

The Advice: "The only thing that matters for growth is having the right product in the right market."

NO. 11 OMNITURE

Three-Year Growth: 234%
Revenue in 2007: \$143,100,000



Year Founded: 1996 **City:** Orem
Employees: 1,000 **Industry:** Technology
Web site: www.omniture.com
Founder: Josh James, 34

The Company: Provider of online optimization software.
The Growth: The relevant, critically acclaimed product has succeeded with an emphasis on customer service and sales — “everyone bows down to sales.”
The Growing Pains: “It is a challenge to maintain a singular focus on the most important and impactful items without letting them get drowned out by the noise.”
The Advice: “Whatever time you are spending on selling, double it and do less of everything else. Revenue forgives so many sins.”

NO. 12 MAGLEBY COMPANIES

Three-Year Growth: 223%
Revenue in 2007: \$31,119,608
Year Founded: 1974 **City:** Lindon
Employees: 95 **Industry:** Homebuilding
Web site: www.maglebycompanies.com
Founder: Paul Magleby, 58

The Company: High-end custom home construction.

Founder: David Aitken, 33
The Company: A provider of Web site design, management programming and hosting.
The Growth: Armed with a stalwart, innovative marketing campaign, the company has rapidly increased its sales and subsequently ranked No. 22 on the 2007 Inc. 5000.
The Growing Pains: “Our sales ability outgrew our ability to recruit talented designers in our marketplace.”
The Advice: “Conquer the fear of change. It will cripple your organization and halt growth and progression.”

NO. 15 ROCKETSHIP

Three-Year Growth: 165%
Revenue in 2007: \$537,009
Year Founded: 2001 **City:** Provo
Employees: 9 **Industry:** Product Development
Web site: www.rocketshipdesign.com
Founder: Michael Horito, 42
The Company: An industrial design company.
The Growth: A customer- and employee-centric culture has launched Rocketship as a trusted “product problem-solver.”
The Advice: “This sounds canned, but if you take care of your employees and clients, they’ll take care of you.”

The Growing Pains: “Learning to ‘let go’ and let people do their jobs. It’s way tougher than it sounds.”
The Advice: “Build a company you would like to work for and do business with.”

NO. 18 NAMIFIERS

Three-Year Growth: 110%
Revenue in 2007: \$7,289,799
Year Founded: 2001 **City:** Springville
Employees: 53 **Industry:** Business Services
Web site: www.namifiers.com
Founder: Bryan L. Welton, Jr., 30
The Company: Manufacturer and supplier of customized identification and promotional products, such as lanyards, nametags and T-Shirts.
The Growth: A strong customer service model (with same-day service) has led to more than 60,000 clients worldwide, including universities, the U.S. government and more than half of the Fortune 500 companies.
The Growing Pains: “Convincing first-time customers of our speed and efficiency without sacrificing quality.”
The Advice: “Create an ever-living five-year written vision and growth plan and update often.”

NO. 19 BEST VINYL

Three-Year Growth: 102%
Revenue in 2007: \$22,515,757
Year Founded: 2001 **City:** American Fork
Employees: 157 **Industry:** Home Improvement
Web site: www.bestvinyl.com
Founders: Scott Petersen, 48; Vance Barrett, 31; Brandon Brooks, 33
The Company: Fabricator and installer of vinyl fence, decks, pergolas and gazebos.
The Growth: With diverse management, quality employees, access to capital and emphasis on marketing, Best Vinyl has grown to be the largest company of its kind in the country.
The Growing Pains: “Finding enough quality employees in a tight labor market.”
The Advice: “Remember that you don’t know what you don’t know, and what you don’t know can kill you.”

NO. 20 VITALSMARTS

Three-Year Growth: 97%
Revenue in 2007: \$21,226,957
Year Founded: 2001 **City:** Provo
Employees: 85 **Industry:** Consulting/Training
Web site: www.vitalSMARTS.com
Founders: Joseph Grenny, 47; Al Switzler, 58; Ron McMillan, 55; Milke Carter, 48; Kerry Patterson, 61
The Company: A provider of corporate training and consulting in organizational performance.
The Growth: As consultants to 300 of the Fortune 500 companies, and as authors “Crucial Conversations,” VitalSMARTS has offered tested solutions, taught more than 2 million people worldwide, and landed on the Inc. 500 twice.
The Growing Pains: “Getting the right people in the right positions.”
The Advice: “Be tenacious about interviewing and finding the right people to work in and manage your organization.”

NO. 21 COSTUME CRAZE

Three-Year Growth: 93%
Revenue in 2007: \$7,235,099
Year Founded: 2001 **City:** Pleasant Grove
Employees: 25 full time, 100-plus seasonal
Industry: Retail
Web site: www.costumecraze.com
Founders: Matt Maloney, 35; Kate Maloney, 26; Kathleen Maloney, 63
The Company: An online costume retailer.
The Growth: With thousands of costumes and efficient operations, the Halloween maverick has captured its highly

“Whatever time you are spending on selling, double it and do less of everything else.”
 — Josh James, founder of Omniture

The Growth: With the National Custom Homebuilder of the Year at its helm, Magleby Companies has risen to the top of its industry with loyal employees (some of the staff has been around anywhere from 17 to 32 years), innovation, and an emphasis on the golden rule.
The Growing Pains: “You never get schooled on dealing with employee issues. We’ve been fortunate in that department, but it can be hard to delegate as the company grows.”
The Advice: “Treat employees as individuals and provide them a forum to achieve their personal and business goals.”

NO. 13 SEWELL DIRECT

Three-Year Growth: 198%
Revenue in 2007: \$6,382,026
Year Founded: 1983 **City:** Orem
Employees: 25 **Industry:** Technology
Web site: www.sewelldirect.com
Founder: David Sewell, 52
The Company: Internet retailer of computer hardware and accessories.
The Growth: Stellar management and dedicated employees has powered the company in the ever-growing industry.
The Growing Pains: “Raising enough capital to keep the growth fueled.”
The Advice: “Choose your management team carefully, secure adequate capital and pick an industry with growth potential.”

NO. 14 HERITAGE WEB SOLUTIONS

Three-Year Growth: 175%
Revenue in 2007: \$11,542,938
Year Founded: 2001 **City:** Provo
Employees: 170 (plus 235 outsourced contractors)
Industry: Internet Technology
Web site: www.heritagewebdesign.com

NO. 16 POWER INNOVATIONS INTERNATIONAL

Three-Year Growth: 151%
Revenue in 2007: \$5,096,364
Year Founded: 1997 **City:** Lindon
Employees: 50 **Industry:** Power Generation
Web site: www.power-innovations.com
Founder: Robert L. Mount, 52
The Company: A provider of uninterruptible power for homes, businesses and governments worldwide.
The Growth: Heavy on vision, determination and an unpopulated marketplace, the company has fostered customer loyalty and dedicated employees.
The Growing Pains: “We have struggled with a lack of available financing, engineering talent and production facilities in the hardware development and manufacturing technology arena. (These areas) are not well understood by the local investment community.”
The Advice: “As you look for financial support, make certain the people you are recruiting — angel investors and venture capitalists — understand your industry, have passion for it and will provide the support you need.”

NO. 17 JANDACO

Three-Year Growth: 139%
Revenue in 2007: \$1,080,438
Year Founded: 2002 **City:** American Fork
Employees: 12 **Industry:** Graphic Design
Web site: www.jandaco.com
Founder: Michael Janda, 35
The Company: A full-service graphic design agency offering branding, Web, interactive, print, programming and online game development services.
The Growth: A talented team of individuals along with spread-the-word clients has led to a customer base including high-profile giants like Disney and Warner Brothers.