

## **2003 Arkansas Governor's Award for Entrepreneurial Development Winners**

### **Undergraduate Awards**

#### **1. Horizon Building Systems**

University of Arkansas

Advisor: Lance Sexton

Students: Josh Copher, Joseph Rupe, Aaron Lewis, James Travis, Lamont Nguyen

The Horizon Building Systems team has engineered a way for builders to meet the constant demand to produce higher quality homes at a competitive price. To meet the demand, this team envisions a business to provide highly pre-engineered manufactured framing components while maintaining an emphasis on customer service. Initially producing roof trusses, wall panels and floor trusses, Horizon Building Systems seeks to serve any developer or builder looking to increase efficiency and minimize costs.

#### **2. Pool Tek**

University of Arkansas

Advisor: Renee Clay, Associate Director, Small Business Development Center

Students: Mark Heiliger, Sarah Barnett, Anthony Francis

It's rare to manually adjust the television volume, or turn it off and on. Why manually monitor and dispense chemicals in your swimming pool? Pooltek's product connects to existing pool water lines and monitors chemical levels in the pool, with monitoring and controls operating remotely. Upgrades in the system allows for automatic dispensing of necessary chemicals. No more taking water samples to the pool shop, getting a neighbor to check on your pool while you are on vacation, or the daily hassle to pool ownership. With accurate chemical levels and dispensing, swimming pool maintenance is safer and less expensive.

#### **3. Digital Arkansas**

Harding University

Faculty Advisor: Phil Brown, Ph.D., Chair Accounting Department

Student(s): Troy Helton, Nathan Dutile

Dutile and Helton intend to revolutionize the declining school photography business by leading the digital photography revolution into the school market segment. With the speed of delivery, increased number of background options and cost benefits, the company plans to become a significant presence in the Arkansas school picture market within five years. Digital Arkansas plan follows the Wal-Mart market expansion plan: Start in the rural areas and expand to larger markets as opportunities arise.

### **Technology Award – Pooltek**

**University of Arkansas**

**Faculty Advisor: Renee Clay**

**Students:** Mark Heiliger, Sarah Barnett, Anthony Francis

The three-person Pooltek team plans to license technology developed for Department of Defense, and apply civilian uses to that technology in the residential swimming pool market. Using wireless technology, web-based monitoring and reporting, and automatic chemical dispensing with a failsafe safety mechanism, the maintenance of the old concrete pond will advance into the 21<sup>st</sup> Century.

### **Graduate Competition Winners**

#### **1<sup>st</sup> Place: WireCon**

University of Arkansas

Faculty Advisor: Lance Sexton, Director of the UA Small Business Development Center

Student(s): Baykal Altiner, Sam Austin, Philip Doss

Riding the manufacturing sector's shift to "leaner," more efficient operations, focused on core competencies, this three-person team has identified a way to be a key supplier to the HVAC and home appliance markets. The WireCon business plan is to be a supplier of wire harnesses, creating efficiencies in payroll and raw materials expenses. The business would be located in Fort Smith, serving major appliance makers Rheem, Trane, Whirlpool and Air Systems. In time, the firm would expand its client base into Texas. WireCon plans to use the latest automated systems for its production. By staying on top of technology in the industry, the company also sees itself as a research & development and design engineer supplier to its clients as well.

#### **2<sup>nd</sup> Place: Logomotion, Inc.**

University of Arkansas

Faculty Advisor: Carol Reeves, Associate Professor of Management

Students: Richard Hossley, Raymond Jordan, Guy Marrone, Emily McClain

The Logo Motion team has devised a way to give fans of college athletics a bright, new exciting way to show their team spirit. Mascot Motion uses a rope light to illuminate the outline of a college's mascot or logo. These signs are designed to be vibrant, unique, safe, durable and affordable. The team believes that within ten years, they can develop annual revenue of \$20 million – all using rope lights.

#### **3<sup>rd</sup> Place: FYM Consulting, LLC**

University of Arkansas

Faculty Advisor: Carol Reeves, Associate Professor of Management

Student(s): Jody Ayers, Jordan Beard, Martin Sutton

The team that developed the plan for FYM Consulting has a mission of refining South and Latin American consumer product manufacturers so that they can sell products to Wal-Mart and other US mass merchandisers. Their plan is to advise and arrange price, quality, production capacity, packaging and logistics for international vendors so that products may be sold in domestic Wal-Mart stores.

**Graduate Technology Award: Phantron**

University of Arkansas at Little Rock

Faculty Advisor: Calvin Bacon Jr., Ph.D., Assistant Professor of Management

Students(s): William Burgess, Jaime Summers, Keith M. Wheeler

The two-man team planning the business Phantron has devised a system that can remotely monitor heart rate, falls, and geographic position, to be used in elderly and at-risk patients, with primary use among Alzheimer's patients. The monitoring device is a small pager-style device containing Global Positioning System receivers, two-way paging networks, accelerometers, and pulse-oximeters. The company will produce these devices and develop a networked based infrastructure for monitoring the at-risk individual. Caretakers will be able to access information through secure web-based reporting. This technology is all brought to bear in a U.S. market with over 19 million people reporting symptoms of Alzheimer's, the majority of which are cared for by family.