

The Bulldog 100

1 Greg Hitson (BSFR '94)
Hitson Land & Timber Management
Port Orange, Fla.



2 Justin Niefer (BSFCS '04)
Evoshield • Bogart, Ga.

3 Leo Welf (ABJ '95)
Payscape Advisors • Atlanta, Ga.

4 Tut Smith (BBA '79)
Clear Harbor, LLC • Alpharetta, Ga.

5 John Milne (MA '80)
JKMilne Asset Management • Pittsburgh, Pa.

6 Matt Walls (BBA '03)
Snorg Tees • Alpharetta, Ga.

7 Brooks Mendell (PhD '04)
Forisk Consulting • Athens, Ga.



8 Tim Mitchell (ABJ '91)
HROI • Lawrenceville, Ga.

9 Allison Karl O'Kelly (BBA '94)
Mom Corps • Atlanta, Ga.

10 Fred Rich (BBA '75)
Cooper-Atlanta Transportation • Atlanta, Ga.



11 Trent Allen (AB '95)
Baseline SportsMedia, Inc. • Athens, Ga.

12 Michael Addison (BBA '81)
Next Step Learning, Inc.
Alpharetta, Ga.

13 Charles E. Campbell (BBA '87)
Data South Systems, Inc. • Hinesville, Ga.

14 Melissa Windley (BFA '00)
The Green Kangaroo • Cary, N.C.

15 Chris Bledsoe (BBA '86)
Banker's Dashboard • Stockbridge, Ga.

16 Fletcher Shackelford (AB '92)
Legacy Boating Club • Destin, Fla.

17 Jeffrey S. Pilgrim (BSCh '90, PhD '95)
Vista Photonics, Inc. • Santa Fe, N.M.



18 Richard Stamper (BBA '94)
Fineline Technologies • Norcross, Ga.

19 Christopher Head (BMus '85), Elizabeth Head (BMus '83)
Head 2 Head, Inc. • Roanoke, Va.

20 Terry Hunt (BSAE '69, MS '73)
Hunt Industries • Valdosta, Ga.

21 Dustin Holland (BBA '91)
Better World Books • Alpharetta, Ga.

22 Sammy Grant (BBA '97 BBA, JD '00)
SG Financial Advisors, LLC • Atlanta, Ga.

23 John Byers (BBA '03)
John Byers Inc. • Lawrenceville, Ga.



24 Christine Plott Redd (BBA '02)
American Tanning & Leather Company • Griffin, Ga.

25 Walter Kelley (AB '75)
Kelley, Lovett & Blakey PC • Albany, Ga.

would be measured over a three-year period to come up with a compounded annual growth rate — measured in percentages, not raw dollars and cents, in order to make room for both small companies and the Aflacs of the world.

What's the next step when you don't have the name recognition of the Fortune 500: You beat the drum and pray that people take an interest!

"Americans have a fascination with lists, but to be honest, we would have been happy with 101 entrants," says Meredith Gurley Carr, who is a program coordinator at the UGA Alumni Center in Atlanta. "But in a matter of months, we had more than 400, so we knew that even the first-year competition would be viable."

The Oscars have PriceWaterhouse. The Bulldog 100 had GH&I. And Shurley and Carneiro quickly realized they would need help with all the number crunching.

"We recruited a dozen of our colleagues at GH&I — several of whom are Terry graduates," says Shurley, who saw an immediate trend emerge as the Bulldog 100 list started taking shape. "I was extremely pleased to see the number of Terry-owned businesses, but frankly I was surprised at how many!"

The Bulldog 100 list became available weeks before the awards dinner at the InterContinental Buckhead in Atlanta — but not in rank order. The dramatic reveal of which business would be crowned No. 1 remained a mystery until the evening of Jan. 30, when the top 100 finishers came forward to be recognized in reverse rank order from 100 to 1. As it turned out, the company that topped the chart was run by forest resources grad Greg Hitson, whose Hitson Land and Timber Management business is located in Port Orange, Fla.

"What I find remarkable," says Shurley, "is that virtually every academic discipline at UGA — from vet med to pharmacy, forest resources to landscape architecture, family and consumer sciences to business — is represented on the Bulldog 100 list."

A favorite quote of mine — and one I live by — comes from Thomas Edison, who said, "Many of life's failures are people who did not realize how close they were to success when they gave up."

— Allison Karl O'Kelly (BBA '94)
Mom Corps (No. 9)

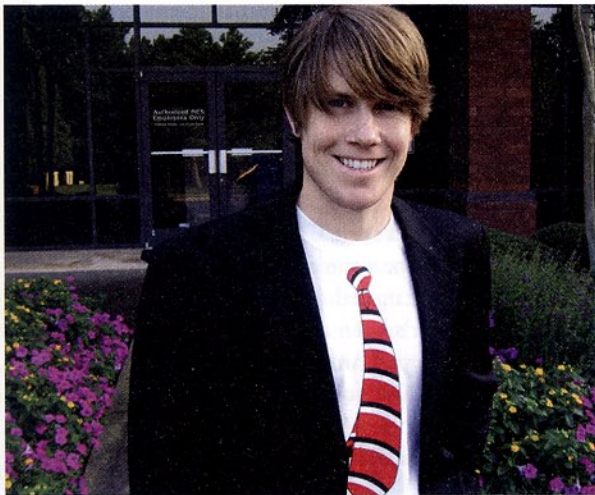
But it was obvious from the day the Bulldog 100 list was released that Terry College alumni had done well in the competition. Terry-owned and/or operated businesses make up exactly half of the first-year list, which explains why the competition is being referred to around Brooks Hall as “The Bulldog 100 ... and the Terry 50.”

Terry was also well represented at the podium, where UGA Alumni Association president Vic Sullivan (BBA '80) congratulated the university for being a place that “fosters the spectrum of dreams of those who come to learn.” Sullivan noted that the Bulldog 100 crisscrosses through virtually every segment of the American economy “from health care to the arts, and from legal prowess to business services.”

The alumni association’s immediate past president Trey Paris (BBA '84, MBA '85) was also on hand to introduce remarks from UGA president Michael Adams.

Terry placed five companies in the top 10, headed by Tut Smith’s Clear Harbor business management firm with offices in Alpharetta, Ga., as well as the West

(No)Nonsense to a T



When Matt Walls (BBA '03) quit his IT job and partnered with his brother Bryan to launch an online t-shirt business that had a nonsensical name and was headquartered in their parents' basement, Snorg Tees seemed like a pilot from the creators of “The Office” or “That 70s Show.” Especially when you consider that Alice Fraasa, the face of Snorg's highly successful marketing campaign, is a neighborhood friend-turned product model-turned overnight Internet sensation who will only accept payment in t-shirts. But it's Snorg's hip design concepts, riffs on pop culture, and sound business principles that made it No. 6 in the Bulldog 100. If you think Matt and his brother are getting paid to goof off, you'll have to wait for the TV spinoff. “A lot of people get the idea that what we do all day is sit around and think of funny shirts,” says Walls from Snorg's Alpharetta office park/warehouse facility where they moved the company in 2007. “I wish we could just sit around here all day and do that!”

26 Jeff Taylor (BBA '99)
Crescent Wealth Management • Atlanta, Ga.

27 Brett Levitzke (DVM '00)
Veterinary Emergency & Referral Group
Brooklyn, N.Y.

28 Monica Allen (BBA '96)
Ethan Allen (AB '99)
Allen Professional Graphics Group, LLC
Atlanta, Ga.

29 Kham Tang (BBA '96)
NeoCom Solutions Inc. • Woodstock, Ga.

30 W. Henry Hurst Jr. (BBA '93)
The Hurst Company, CPAs • Amelia Island, Fla.

31 Jake Bryant (BBA '98)
Bryant, Carroll & Associates • Atlanta, Ga.

32 Teresa Day (BSEd '71)
Magic Moments • Norcross, Ga.

33 David Muschamp (BBA '73)
Georgia Public Web • Atlanta, Ga.

34 Lance Compton (ABJ '95)
Red Clay Interactive • Gainesville, Ga.

35 Davis Knox (BBA '98)
Gena Knox (BLA '00)
Fire & Flavor • Bogart, Ga.

36 Ted Echols (AB '90)
Cast Stone Systems, Inc. • Warrenton, N.C.

37 Rodney Greene (AB '91)
LaserCraft Technologies, Inc.
Gainesville, Ga.

38 Derry Drake (BBA '92, MBA '93)
Prestige Foods Corporation • Greensboro, Ga.

39 Stephanie Sharp (BBA '94)
Plexus Web Creations, Inc. • Athens, Ga.

40 John Heyman (BBA '83)
Radiant Systems • Alpharetta, Ga.

41 Bo Spalding (ABJ '78, MBA '79)
Jackson Spalding • Atlanta, Ga.

42 Leah B. Carter (AB '98)
Better for Babies • Carrollton, Ga.

43 Seth Burrow (M '02)
Aquatic Solutions, Inc • Tucker, Ga.

44 Debra Furtado (AB '87, MPA '89)
Senior Connections, Inc. • Chamblee, Ga.

45 Chris Pittard (AB '92)
Bartimaeus, Inc. • Lawrenceville, Ga.

46 W. Thomas Green Jr. (BBA '66)
Greenway Medical Technologies
Carrollton, Ga.

47 Nelson Bruton (AB '02)
Interchanges • Jacksonville, Fla.

48 Sarah Kathryn Smith (BSFCS '98)
Eight at Eight • Atlanta, Ga.

49 Melanie O. Moore (BSEd '88)
Badgerdog Literary Publishing, Inc. • Austin, Texas

50 Jeffrey A. Smith (AB '79)
Pro Buyers LLC • Oviedo, Fla.



51 Michael Bryan (BBA '89)
The Atlanta Wine School • Atlanta, Ga.

52 Teddy Russell (BBA '98)
Russell Landscape Group, Inc. • Dacula, Ga.

53 Melissa Libby (ABJ '85)
Melissa Libby & Associates • Atlanta, Ga.

54 James L. Allgood (BBA '97, JD '00)
Allgood Pest Solutions • Dublin, Ga.

55 John D. Whitlock (BBA '79)
The Whitlock Group • Richmond, Va.

56 Julie Tidwell (BSEd '79)
Atlanta Kitchen Equipment, Inc. • Douglasville, Ga.

57 Terry Mathews (AB '82)
Mathews & Maxwell, Inc. • Atlanta, Ga.

58 Zach Duke (BBA '99)
Safe Systems, Inc. • Alpharetta, Ga.

59 Stuart J. Thomas (BS '79)
Thomas Eye Center • Athens, Ga.

60 Leerie T. Jenkins Jr. (BLA '70)
Reynolds, Smith & Hills, Inc. • Jacksonville, Fla.

61 Drew Taylor (BSFR '98)
Expert Computers, Inc. • Griffin, Ga.

62 Tim Chapman (M '82)
Stadion Money Management Inc. • Watkinsville, Ga.

63 Stanley D. Dean (BBA '85, MAcc '86)
Stanley Dean & Associates, PC • Atlanta, Ga.

64 Shelly Justice (AB '89)
Convention Models & Talent, Inc. • Atlanta, Ga.

65 John David Cogdell (ABJ '76, MA '83)
Ad Ventures, Inc. • Roswell, Ga.

66 S. Jordan (DVM '92), J. Jordan (MS '88, DVM '92)
J. Brantley (BS '86, DVM '90)
Brantley & Jordan Animal Hospital, P.C. • Mac

67 Lin Zoller (BS '78, MS '80)
Linwood W. Zoller, M.D. • Gainesville, Ga.

68 Michael Wise (BBA '02)
Sweetwater Pool Management Inc. • Tucker, Ga.

69 W. Allen Clifford (BS '63)
Resource Providers, Inc. • Tampa, Fla.

70 Jim Moore (BSA '78, JD '81)
Moore, Clarke, Duvall & Rodgers, P.C. • Albany

71 Bucky Cook (BBA '77)
Pigtails and Crewcuts • Roswell, Ga.

72 Ken Thrasher (BBA '73, MAcc '74)
Bennett Thrasher PC • Atlanta, Ga.

73 Thomas L. Lewis Jr. (DVM '02)
Appalachian Animal Hospital • East Ellijay, Ga.

74 Ralph Balchin (BSPh '68)
Jones Pharmacy • Fayetteville, Ga.

75 Ray Dixon (PharmD '03)
Fulghum Drugs, Inc. • Baxley, Ga.

76 Richard Doherty (BBA '78)
Doherty, Duggan & Rouse Insurors
Albany, Ga.

77 Dan Amos (BBA '73)
Aflac • Columbus, Ga.



It was Teddy Roosevelt who said, “The most important ingredient in the formula for success is getting along with people.” And I truly believe that people buy people, not companies.

— Fred Rich (BBA '75)
Cooper-Atlanta Transportation (No. 10)

Indies and Grenada. But the “Terry 50” also showed a great deal of diversity within its own ranks, from Callie Waller’s (BBA '92) Bulldog Baskets at No. 99 to Matt Walls’ (BBA '03) Snorg Tees at No. 6 (see p. 37).

Walls, a former IT consultant, started the online t-shirt company with help from his brother — initially working out of their parents’ basement. He heard about the Bulldog 100 when his sister-in-law told him she had entered Snorg in the competition. “It was a little surprising ... very nice,” says Walls, whose business took off because of a customer-focused branding approach.

“Some clothing companies try to create a brand and market it until you just want to wear it on your chest,” says Walls. “We really focused on making designs and creating content for our customers that we knew they would want. I think that is a different approach than clothing companies traditionally take.”

Mighty Aflac, which is No. 1 in both America and Japan, came in at No. 77 on the percentage-driven Bulldog 100 list, and Aflac CEO Dan Amos (BBA '73) not only attended the awards dinner, but gave the keynote speech. (www.terry.uga.edu/video/bulldog100_amos).

“I would say it’s been the hardest 18 months in my 36 years in business,” Amos told the audience, noting that Aflac’s stock had nose-dived from \$60 a share to \$10.75 at one point and then rebounded to \$50.

“Our job as leaders is to not panic, but to create a vision and lead in both good times and bad,” Amos continued. “In tough times like these, leading can be more difficult because there is a human tendency to withdraw and not communicate, to try to wait out the uncertain times, then deliver the good news once things have stabilized. ... Keep in mind, unlike wine, bad news doesn’t get better with age. ... The good news is that you can emerge stronger once you’ve been through the test because you understand how to better manage your business and your people.”

Speaking of strength, Shurley notes that the combined three-year revenues for all the Bulldog 100

companies was a hefty \$51.9 billion. And some of them have been around a long time. Acree Oil (No. 79) was founded in 1927.

Several business owners on the Bulldog 100 list say the competitive nature of the rankings will, in fact, be part of their management strategy — as an external means of enhancing internal effort and productivity.

“We recently opened a new branch of our company in Nashville, Tennessee,” says Michael Wise (BBA '02), who is CFO of Sweetwater Pools (No. 68), “and we plan to use the Bulldog 100 as a benchmark for future growth and expansion.”

And while it may not have the same clout as the Fortune 500, the Bulldog 100 is providing some much-appreciated marketing buzz.

“The Bulldog 100 list definitely helps drive awareness of our products within our state,” says Fire & Flavor president/CFO Davis Knox (BBA '99), who started his grilling planks company as a two-person operation, working with his wife Gena out of the family garage. “And it will have the added effect of helping us attract more impressive graduates from the Terry College and UGA.”

Kham Tang's experience mirrors Knox's.

“Ten years ago, my company started in a small warehouse with two employees,” says Tang, who is VP for corporate development at NeoCom Solutions. “Today, we partner with some of the largest telecom companies in the world. But we're still a small business, and we don't often get recognition at this level.

“The Bulldog 100 is certainly a morale booster for our employees — and a good measurement for future growth. But what we really want is sustained growth — I really *was* paying attention in my business classes at Terry! We don't want to grow out of control and without having the right support structure behind it. That's a formula for failure. So while we would love to make the Bulldog 100 list again next year, our focus is on long-term growth, profitability, and sustainability.”

To learn more: www.externalaffairs.uga.edu/alumni/bulldog100

Having fun and making money is important in any business, but knowing you've helped someone have a better life makes everything else sweeter.

— **Bob Mathis** (BBA '76)
Peachtree Planning Corp. (No. 97)

78 Chris D. Clayton (BBA '80, JD '83)
Babush, Neiman, Kornman & Johnson, LLP • Atlanta, Ga.

79 Richard Acree (BBA '50)
Acree Oil Company • Toccoa, Ga.

80 Kristi Kay (BSA '86)
Mom's Bakery • Atlanta, Ga.

81 Ed Castro (BLA '88)
Ed Castro Landscape • Roswell, Ga.

82 Tommy Bryan (BSPH '80)
St. Simons Drug Store
St. Simons Island, Ga.

83 Sam Swingle (BBA '90)
Advantage Design Group
Jacksonville, Fla.

84 Bent Gay (BS '85, BSPH '88)
Gayco Healthcare Management
Dublin, Ga.

85 Nancy Juneau (BSEd '82)
Juneau Construction Company
Atlanta, Ga.

86 B. Bowen (DVM '83), **D. Cato** (BSA '79, DVM '83), **K. Cato** (BSA '78, DVM '83)
Royston Animal Hospital • Royston, Ga.

87 Kenny Seamon (BLA '76)
Seamon Whiteside & Associates
Mt. Pleasant, S.C.

88 Dale Jaeger (MLA '82)
Rob Jaeger (MLA '80)
The Jaeger Company • Gainesville, Ga.

89 Mark Anderson (BBA '73)
Anderson & Adkins • Evans, Ga.

90 Andy Watson (BSA '97)
Andy Watson Landscaping Inc.
Martinez, Ga.

91 Maxine Clark (ABJ '71)
Build-a-Bear Workshop • St. Louis, Mo.

92 James P. Parker (BFA '72)
Skipper's Fish Camp • Darien, Ga.

93 Bonney Stamper Shuman (BBA '80)
Stratix Corporation • Norcross, Ga.

94 David Gruber (BBA '85)
Floors by Design • Sarasota, Fla.

95 Rodger Breda (BBA '73)
Breda Pest Management • Loganville, Ga.

96 Mike Darnell (BS '75)
North Georgia Physical Therapy Associates
East Ellijay, Ga.

97 Robert Mathis (BBA '76)
Peachtree Planning Corporation
Atlanta, Ga.

98 Susan Peterson (BBA '93)
Cabell Sweeney (BSEd '95)
Cabells Designs • Roswell, Ga.

99 Callie Waller (BBA '92, MEd '95)
Bulldog Baskets • Athens, Ga.

100 Hughes Lowrance (AB '88)
Loco's Franchise Company • Athens, Ga.

