

CABLEORGANIZER.COM

What attributes make a company a business of the year candidate? To Valerie Holstein, CEO and chief marketing officer at CableOrganizer.com, it's a business that is customer oriented, has a strong team cross-trained across the organization, and is proactive, even thriving, during a recession. The business employs flexible schedules and can adapt on the fly to the demands of a new economy, while still maintaining its proven vision, mission and strategy. It has a management team that can implement necessary changes – "without ruffling too many feathers or scaring team members away," she says.

In short, it's the attributes held by CableOrganizer.com, which debuted in 2002 on a \$30 investment and whose revenue topped \$14 million in 2009.

Holstein and her management team (including her husband, VP Paul Holstein) have an open-door policy and interact daily with their 45 employees.

"Paul and I see ourselves as just another two members of the team," she says.

Holstein has been a winner and two-time finalist of the Stevie Awards' Entrepreneur of the Year, and was a finalist for Ernst & Young's 2009 Entrepreneur of the Year Award. The company was named among the *South Florida Business Journal's* Best Places to Work in 2009, IRCE's Top 500 Web Sites in the World and *Internet Retailer* magazine's Hot 100 in 2009. The company is also a lender through Kiva, which connects companies with businesses in underdeveloped nations that are in need of interest-free microloans.

Holstein, who's moving the company into a new 40,000-square-foot facility this spring, is modest about her company's achievements.



Valerie Holstein and her management team have an open-door policy with their employees.

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"We rock," she enthuses. "We have what it takes to make it in our industry. We have an excellent team in place, and I'm incredible proud of and thankful for them.

