

GARAGE STARTUP

MOTHER OF INVENTION

*Mom-to-be launches
\$11 million a year biz
from garage with \$30!*

Home, pregnant and frustrated by the endless amount of unsightly, unruly and unsafe office equipment and the cabling and wiring related thereto, Valerie Holstein was not one to just sit around and suffer the problem. Instead, with the "intuition" that others in the marketplace shared her and her husband's frustration, and with a strong desire to start a home-based business that would allow her to earn an income while caring for her newborn, out of her garage and with just \$30 CableOrganizer.com was born. The result? After just five years post-launch, Valerie's "other" baby is tracking to log sales revenue of \$11 million.

Valerie Holstein is Co-Founder, President and CEO of the company that is now among the world's leading purveyors of cable and wire management-related products. In these capacities, Holstein is charged with strategic planning as well as overseeing the company's marketing and web design.

In March 2007 Holstein's CableOrganizer.com was named the Best Overall Company of the Year—Non-Services Businesses—Up To 100 Employees in the 3rd annual Stevie Awards for Women in Business, an international competition recognizing the accomplishments of outstanding women executives, business owners, and the companies they run. The Stevie Awards are produced by the creators of the prestigious American Business Awards and hailed by the New York Post as "the business world's own Oscars."

Prior to co-founding CableOrganizer.com in 2002, from 2001 to 2002 Holstein served as VP of Sales Assistant and Drafter at Buchanan Screens, a major fabricator of screen enclosures in South Florida. Prior to this, from 2000 to 2001 Holstein served as an Office Manager for Transeastern Properties, a large home building company in Florida.

A mere \$30 and insightful branding, as this initial investment allowed Valerie to register the intuitive CableOrganizer.com website address. And, ever-resourceful, Valerie then took full advantage of the many online business resources at her disposal, such as free web hosting and a revenue



sharing system with PayPal in "exchange" for her online shopping cart system. Valerie's frugality has also been a boon for a company's bottom line, as all office equipment and furniture is paid for, the company carries no debt, and all of her invoices are discounted, as she pays within the net 10 window.

A women's touch has proved fruitful. Valerie concludes, "While we offer somewhat commodity products, we have chosen to differentiate ourselves and add intrinsic

value by offering nothing short of customer service excellence. This mandate, combined with our goal to remain the most comprehensive 'one-stop-shop' on the planet for quality solutions that help our customers 'do business better,' has clearly resonated with consumers and, I believe, is the unique combination of factors largely propelling our success."

Through both its U.S. Website at www.CableOrganizer.com and its subsidiary www.CableOrganizer.fr, which is operated out of Rennes, France, the company offers consumers convenient single-point access to a comprehensive selection of high-quality products and information resources that are accessible to consumers 24/7/365. CableOrganizer.com also publishes "On the Wire," a free monthly electronic newsletter with a considerable multinational opt-in circulation base.

CableOrganizer.com has serviced over 80,000 consumers worldwide, including major global brands and respected organizations. Customers include NASA, Boeing, Hewlett Packard, Microsoft, Lucent, Pfizer, Wal-Mart, Kodak, Lockheed Martin, Wells Fargo and a list of others for applications in various environments including govern-

continued on page 130

MOTHER OF INVENTION

continued from page 114

ment, home theatre, computing, automotive, industrial, office, networking and home.

CableOrganizer.com has been ranked #441 in Internet Retailer magazine's coveted "Top 500 Guide" — the one and only ranking of America's 500 largest e-businesses.

Internet Retailer's Top 500 Guide contains the very latest financial data on the leaders of Web-based retailing who account for nearly two-thirds of \$135-billion e-retailing industry in the U.S. This heavily anticipated annual list also provides comprehensive profiles on each of America's 500 biggest web merchants.

"We strive to offer our customers around-the-clock, single-point access to the most complete selection of wire, cable and equipment management-related products, information and resources," notes CableOrganizer.com COO Paul Holstein. "In tandem, we provide our customers with nothing short of customer service excellence. These dual mandates have clearly resonated with online consumers and, we believe, are the unique combination of factors largely propelling our success. We're thrilled to have gained recognition for these efforts by Internet Retailer."

With new products being regularly integrated into the catalog, the company's inventory of available SKUs has more than quadrupled in size since the company's inception in 2002. Having added more than 3,700 new quality-assured products in 2007 alone, CableOrganizer.com boasts a continuously developing product base as the company seeks to assure every cable, wire and equipment management need is met through its electronic storefront.

Operated by a highly experienced team of seasoned executives, IT experts and Internet marketing professionals in various disciplines, CableOrganizer.com has established itself as the "go to" source for both ubiquitous and specialized cable and wire management-related solutions. ●