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### BASEMENT, BUILDING, BOARDROOM

Three companies, three stages of growth. Go inside the office life of Startup Princess, AxisPointe and Clyde Companies. Cover photo by Kenneth Linge.

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### AND THEN THERE WERE TWO

A look at the franchise enterprise — from both sides of the binder.

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### WORKAHOLICS REVEALED

It shouldn't have to be 'all in a day's work.' Learn how to beat the burnout. Plus, are you a workaholic? Take our quiz!

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### 50 WAYS TO LAST 50 YEARS

Ah, ha, ha, ha stayin' alive, stayin' alive. Local experts weigh in on what it takes to make your company survive through the decades.

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### STOP AND GROW

Advice to grow on.

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### LOGO A-GO-GO

Our Best Logo Contest results are in, and four winners make their mark.

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**GOING UP.** Andrew Smith's AxisPointe isn't quite at "boardroom" status, but the company is climbing through its industry.

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"It doesn't matter how successful the company is, \$20 is still \$20."

Andrew Smith,  
founder of AxisPointe

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### ROUNDTABLE: STARTING A BUSINESS

A table full of ideas on going to market.

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### special section

### CREATIVE AGENCY PROFILES

Meet eight companies that will make your business a head-turner: Cultivate Ideas, Eli Kirk, Fullnelson Creative, Issimo Productions, Jandaco, Kim Brown and Associates, Rocketship Design and Stephen Hales Creative.

