



KENNETH LINGE is an internationally renowned photographer with clients including Mitsubishi, Canon and Bennett Communications. Linge regularly teaches in Europe and has added local classes to his schedule at Pictureline in Salt Lake City. In this issue, he captures the growing companies of our Basement, Building, Boardroom cover story.



AARON TAYLOR is an experienced graphic designer, illustrator and the former editorial cartoonist at the Daily Herald in Provo from 2005-07. He currently is the creative director for a construction management firm in Salt Lake City and enjoys spending time with his wife and children. In this issue, Taylor illustrates the life of a workaholic.



A former Bennett Communications editor turned stay-at-home mom, **NATALIE HOLLINGSHEAD** is an active and successful freelance writer for Utah Valley Magazine, BusinessQ and other newspapers, books and magazines. In this issue, Hollingshead was in it for the long haul and discovered '50 ways to last 50 years.'

Editor's Note: In our Spring 2008 issue, we featured the UV50 — the county's top 50 businesses. We ran a two-page article on the No. 8 Fastest-Growing Company, Fishbowl Inventory, and recounted its road to success. Mike Rich, the original founder who is no longer with Fishbowl, has a different story to tell.

MY SIDE OF THE STORY

Point of view from the founder

Fishbowl Inventory is being directed by a man who has great focus, and that is a good thing. But how is it that Fishbowl Inventory has been such a "fairy tale adventure"? Many, many long hours and late nights were spent building Fishbowl Inventory. Although disappointed with the way I was portrayed by the current CEO in the Spring issue of BusinessQ, who was not involved in the startup, I was thrilled to see that all the hard work and perseverance paid off, and that my prior venture and passion is continuing to be successful.



As my entrepreneur friends well know, building a successful software business is extremely difficult. Starting a software venture in the middle of the "dot com bomb" was certainly a major challenge, but as it turned out, with the support of the Hales and a very dedicated team, we succeeded and sales were growing at 15 percent per month when I accepted a buyout offer and left to start ActionTrak. Fishbowl's estimated worth judging from the recent article is around \$25 million. A valuation 10 times greater than the original investment is rare indeed! Now I'm focusing my efforts on

building ActionTrak, which is the next chapter in my journey to provide high-performance inventory tracking tools for small businesses. Oftentimes we say to ourselves, "If I had the chance to do this over, I'd do it this way." Well, now I'm doing it "this way"...

Mike Rich, Founder of ActionTrak

CORRECTIONS

In our Spring 2008 issue, we made the following errors.

We gave the incorrect Web sites for Sole Desires and Matrix Communications. The correct addresses are www.soledesires.com and www.utmatrix.com.

We also had a typo in Matrix Communications's write-up for the UV50. It should have said: "We had to hire five employees in the last year." Unfortunately, we wrote "fire" instead of "hire."

Also, in our People section, we listed Center 7 as a client of Snapp Conner PR. They are actually a client of SNG PR.

We deeply regret and apologize for these errors and any inconvenience they caused.