Elements for Success in Small Business

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Chairman & CEO
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Agenda

• Introduction - Background
• INTUITIVE – Our Path
• Elements for Success
  □ Clear Vision
  □ Superior Knowledge
  □ Solid Foundation
  □ Strong Leadership
  □ Best Employees
  □ Outstanding Customer Service
  □ Positive Relationships
  □ Plan for Success
  □ Manage Growth
• Summary
• Questions
• Born, raised and educated in Puerto Rico
• Arrived in Continental USA in 1984 after completing BS in Industrial Engineering
• Joined Federal Service in 1984 at the U.S. Army School of Engineering and Logistics
• Aerospace and Defense assignments as a U.S. Army civilian include (1984-1999):
  • Production Engineer at Red River Army Depot
  • Instructor of Industrial Engineering
  • Production engineer providing on-site technical, production and programmatic support to weapon systems such as the MLRS and the PAC-3 missile
  • Lead for AMRDEC - Aviation Manufacturing Technology Branch
• Education:
  • Bachelor of Science Degree in Industrial Engineering, University of Puerto Rico
  • Master of Science in Industrial Engineering, University of Arkansas
  • Master of Science in Business from Texas A&M University - Texarkana
• Separated from Federal Service in May 1999
• Founded INTUITIVE in June 1999 (President 1999-2007, CEO 2007 – Present)
INTUITIVE is founded and begins operations June 1999 in Grand Prairie, TX providing technical support to the PAC-3 Project Office.

Facilities relocated to Progress Center Industrial Park. INTUITIVE begins providing quality and production engineering support services to Redstone.

Certified as a Small and Disadvantaged Business. Huntsville Operations established at Executive Plaza. Co-Founder Harold R. Brewer joins the company as Vice President and Director of Huntsville Operations.

Received First 8(a) Contract.

Certified by the SBA as an 8(a) Company.

Emp: 1
Rev: $34K

1999

Emp: 3
Rev: $440K

2000

Emp: 7
Rev: $921K

2001

Emp: 24
Rev: $2.57M

2002
Received first Small Business Innovative Research (SBIR) project to the Missile Defense Agency.

Ranked #75 on the Inc. 500 List and the 2nd Fastest Growing Hispanic Owned Business in the USA

INTUITIVE received AMCOM EXPRESS Programmatic BPA

Ranked #21 in Hispanic Magazine Fastest Growing Hispanic Companies

Received a GSA Professional Engineering Services contract

Received Letterkenny BPA contract

Ranked #157 on the Inc. 500

2003
Emp: 38
Rev: $7.8M

2004
Emp: 69
Rev: $8M

2005
Emp: 73
Rev: $9.3M

2006
Emp: 87
Rev: $14.25M

• Winner – Family Friendly Business Award
• Ranked #37 on AARP 50 Best Employers for Workers Over 50

• Winner Better Business Bureau Torch Award
• Tommie Newberry joins INTUITIVE as Executive Vice President

• Dr. Albert Killen joins INTUITIVE as Senior Vice President

• Received LTPO & AMRDEC Task Orders

• Winner Best Places to Work Award (2009)

• Expanded Colonial Center facilities to 32,874 Square Feet

• Named National SBA Prime Contractor of the Year

• Received ISO Certification

• 10 Year Anniversary

• Ranked #17 on AARP 50 Best Employers for Workers Over 50

• Winner Best Places to Work Award (2010)

2007
Emp: 110
Rev: $16.4M

• Relocated to Colonial Center, a 25,000 Square Feet Facility
• Received ISO Certification

2008
Emp: 141
Rev: $43.4M

• Winner – Best Places to Work Award (2008)
• CEO named to the Top 100 Latino Entrepreneurs List

2009
Emp: 167
Rev: $79.7M

• Received AMCOM EXPRESS Technical BPA.

2010
Emp: 175
Rev: $100M (est.)

• Ranked #20 - Hispanic Business List of 100 Fastest Growing Hispanic-Owned U.S. Businesses

www.irtc-hq.com
Elements for Success
Dream, Document and Implement Your Vision

- Have a passion for your business
  - Passion for product or service, industry or entrepreneurship
- Share your vision with your employees, customers, suppliers and family
- Be enthusiastic about your vision through ups and downs
- Be Persistent and Perseverant
• Know your company
  ✑ Pay attention to the financial details
  ✑ Understand your business and capabilities
  ✑ Understand your discriminators, strengths, weaknesses

• Know your market
  ✑ Develop a keen ability to identify, assess and capture opportunities

• Know your customer(s) and their business model

• Know your competitors (discriminators, strengths and weaknesses)

Strive to know more about your company, market and industry than anyone else.
Solid Foundation

• Integrity
  - Be fair and honest with everyone
  - Select ethical Team Member and Partners
• Choose Your Customers Wisely
• Hire Qualified People
• Strong Ethical Leadership
• Be Committed to the Warfighter
• Be Responsible, Legal and Ethical
• Support the Community
  - Give generously, Mentor the Youth

Winner, Better Business Bureau Torch Award for Workplace Ethics 2007

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Strong Leadership

A.R. (Rey) Almodóvar, P.E.
Co-Founder, Chairman and Chief Executive Officer

Harold R. (Hal) Brewer
Co-Founder and President

COL (R) Tommie Newberry
Executive Vice President

Dr. Albert (Al) Killen
Senior Vice President

- Successful civilian, military and business careers
- Over 100 years of combined experience in the Aerospace and Defense Industry
- Strong educational background in engineering and management
- Experience managing large and complex weapons systems
- Proven track record in engineering, acquisition and technical management

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Hire the Best Employees

• Your Greatest Asset
• Screen Rigorously
• Highly Capable
• Challenging Positions
• Communicate Individual Value
• Develop Talents
• Educate and Train
• Recognize and Reward

Employees are the Brand of the Company – Ingrain Pride and Loyalty
Outstanding Customer Service

- Provide Quality Products and Services
- Be true to your word
- Add value to your Customer’s experience
- Flexible to change
- Be Responsible
- Keep your customers out of trouble
- Help your customers grow
- Be Loyal

Successful companies have an intense focus on customer service.

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Positive Relationships

• Establish Strong and Positive Relationships
  - Customers
  - Employees
  - Bank and sources of funding
  - Advisors
  - Vendors
  - Governing Organizations (DCAA, DCMA, SBA, Others)

• Your number one priority as a business owner and entrepreneur is to establish long term relationships internally and externally

• Be respectful of everyone above and below you
Plan for Success

• Set Goals
  - Near Term
  - Mid Term
  - Long Term

• Develop Business Plan
  - Review several times a year
  - Update annually as required

• Learn to recognize problems and obstacles early
• Develop strategies to quickly guide business through difficulties
Manage Growth

• Build Infrastructure that aligns with your vision
   Avoid being too “Top Heavy” early – Wear Many Hats
   Develop the infrastructure ahead of the Company’s growth
    • Accounting / Finance
    • Human Resources
    • Contracts
    • Marketing / Business Development
    • Information Technology
    • Security

• Secure the advice of experts
   CPA, Attorney, Consultants

• Gain Accreditations (ISO, CMMI, etc)
• Be Process Dependent - Develop and document sound processes
How to Be Successful

• Be committed to your business – Communicate your commitment
• Develop positive long term relationships
• Successful entrepreneurship is hard and challenging but can be very rewarding
• Enjoy what you are doing ..... Have Fun!
• Brand a Corporate culture of pride and excellence
• Engage in activities that are legal, ethical and profitable
• Be selective with your employees, team members and customers
• Protect your Company, your employees and your customers
• Develop a strong leadership team – Trust their judgment
• Visualize and plan for success
Questions?