



*Elements for
Success in Small
Business*

A.R. (Rey) Almodóvar, P.E.
Chairman & CEO
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Background

A.R. (Rey) Almodóvar, P.E.

- 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)



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INTUITIVE (1999 – 2002)

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

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 by the
SBA as an 8(a)
Company

Received
First 8(a)
Contract

1999

Emp: 1
Rev: \$34K

2000

Emp: 3
Rev: \$440K

2001

Emp: 7
Rev: \$921K

2002

Emp: 24
Rev: \$2.57M

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INTUITIVE (2003 – 2006)

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

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INTUITIVE (2007 – 2010)

- 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

Received LTPO & AMRDEC Task Orders

Expanded Colonial Center facilities to 32,874 Square Feet

Winner Best Places to Work Award (2009)

Named National SBA Prime Contractor of the Year

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

Received AMCOM EXPRESS Technical BPA.

2009

Emp: 167
Rev: \$79.7M

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

Dr. Albert Killen joins *INTUITIVE* as Senior Vice President

2010

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

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Elements for Success

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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.



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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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Best Employees

Hire the Best Employees

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



Winner in Huntsville / Madison Best Places to Work, 2008, 2009, 2010

2007, 2008, 2009
AARP
50 Best
Employers for
Workers Over 50
in the USA



Winner AARP Bernard E. Nash
Award for Innovation for Retiree
Work Opportunities

Employees are the Brand of the Company – Ingrain Pride and Loyalty

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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

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- 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

- 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



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Questions?

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