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## Ten Strong Women Have Houston Covered

They've been called "Houston's Power Ten" – women who have broken through and built their own thriving businesses. Meet the members of Entrepreneurial Women Presidents (EWP) – chief decision makers of some of Houston's most successful enterprises.

Technology services industry veteran **Lisa Guidry** founded Extreme Technologies, Inc. in 1998. More than a decade later, her company supports small-to-mid-size businesses and blue chip clients in multiple languages and in five countries on three continents.

"We squeeze every potential value out of our clients' technology," says Guidry. With IT Support, IT Strategy & Solutions and IT Staffing Services divisions, Extreme Technologies is able to meet a wide range of needs. It recently launched cloud-based service offerings and facilities-based Data Center services.

For **Carolyn Morse**, a labor of love became a growing international business when she founded PowerLung in 1999. The training device she helped develop to improve breathing for a competition-level athlete proved to be valuable for everyone from casual walkers to fitness enthusiasts, musicians and more.

Despite limited financial resources, this skilled entrepreneur created global distribution channels and established her product's standing as a serious training device. "We hope to get FDA approval for PowerLung as a medical device for the treatment of COPD soon," she says.

For dermatologist **Debra Chernosky**, sophisticated drugs, advanced technologies and innovative cosmetic treatment options are the tools of the trade. But Dr. Chernosky thinks her most valuable tools are her listening skills.

"A lot of new patients tell me 'my other doctor didn't listen,'" says Dr. Chernosky, who spent hours of her childhood in the offices of allergists and dermatologists. "I take the time to hear their concerns, fears, thoughts and desires. Our vibrant practice is the direct result of patients happy with both the medical care and our caring service."

**Marikay Evans**, partner with Luccia & Evans, L.L.P., provides outside general counsel services to small-to-mid-size businesses. Evans's clients measure her success by how much time they have to do what they do best – run their companies.

"We focus on proactive guidance to avoid legal problems and pride ourselves on timely, ethical and creative solutions when issues arise," she says. "When we do our jobs, our clients have a reliable foundation upon which they can build and grow their business."

With 32 years of experience in taxes, a master's degree from Rice University and a law degree, **Sharon Henry** has the entrepreneurial exposure and technical expertise her clients need. Henry & Company PC is a year-round accounting firm, not just April 15th tax return preparers. Henry heads a team of highly trained professionals who share her energy and commitment to service.

"We take a proactive role in assisting businesses and their owners from start-up to their second and third generations. We help clients creatively solve problems, from business plans to exit strategies to high-level tax planning," states Henry. "We are advisors that count."

Upstream Insurance Brokers was formed in 2007 as a firm specializing in hard-to-place lines of coverage. **Susan Fontaine**, along with a dedicated staff, provides professional, "out of the box" solutions for clients' property and casualty insurance needs. While competitors put less importance on servicing clients' needs and more focus on stock price and the bottom line, the philosophy of Upstream has been "Take care of our clients, the rest will follow."

"Upstream's long-term, direct relationships with underwriters have resulted in lower premiums and enhanced coverage for clients," says Fontaine. "Our staff is particularly adept at coming up with unique solutions for unusual risk situations."



From Left to Right: Elizabeth Stone, Debra Chernosky, Lisa Guidry, Marikay Evans, Vonda Tackett, Christine Hollinden, Sharon Henry, Susan Fontaine, Carolyn Morse and Debbie Capko.

**Vonda Tackett** founded Rite Response in 1987 upon recognizing a demand for quality answering and call center services. Since then, the company has evolved into an award-winning, full-service center with over 25 employees. With headquarters in Houston, its servers in a secure Austin datacenter, and a virtual business center in Dallas, Rite Response's commitment to quality and availability is steadfast.

"Our team never blinked during Hurricane Ike. We see Rite Response as an extension of our customers' businesses," Tackett explains. "Whether it's an entrepreneur dependent on a cell phone or a multinational company that needs 24/7 coverage, they deserve exceptional service delivered by professionals."

**Debbie Capko** founded Pegasus Inc. in 1988. As one of the few woman-owned freight forwarders in the industry, Pegasus provides strong, creative logistics solutions domestically and internationally. Capko states, "Our clients in the industrial and

petrochemical supply chain depend on our expertise to find answers where others can not, including small to large aircraft charters, ocean charters, same-day and next-day freight."

"My team at Pegasus has deep industry experience that allows us to exceed our customers' expectations and navigate the ever challenging global regulatory environment we face. When you serve customers worldwide, having the right team is key to your success."

There is a fundamental difference between selling services and selling products. Recognizing this distinction, **Christine Hollinden**, president of Hollinden | professional services marketing, developed the Hollinden Branding Protocol to help professional service firms build brands and drive business development with quantifiable results. Hollinden's proprietary process focuses on generating the highest return on clients' marketing investment and efforts while also developing their team and infrastructure.

"We move our clients and their teams from a 'doing' mentality to a 'being' mentality," says Hollinden. "It's not what they do that makes successful firms unique, it is how they deliver their service that sets them apart."

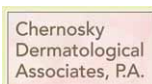
What started as a favor for a friend blossomed into a booming business and, ultimately, Houston's premier full-service catering and events company. President and Executive Chef **Elizabeth Stone** founded The Stone Kitchen Catering & Special Events, an award-winning, multimillion-dollar events company with over 10,000 events of all sizes to its credit, in just two decades.

"Our purpose is to do whatever it takes with perseverance to serve our clients with trust, integrity, innovation, exceptional service and professional enthusiasm," says Stone.

A combination of business savvy, tenacity and supportive advice from other members of EWP has put these 10 women at the top of their game.



**Debbie Capko**  
Pegasus Inc.  
281.590.7600  
www.pfsiglobal.com



**Debra Chernosky, MD**  
Chernosky Dermatological  
Associates, P.A.  
713.790.9270



**Mary Kathleen  
(Marikay) Evans**  
Luccia & Evans, L.L.P.  
713.629.0002  
www.luccia-evans.net



**Lisa Guidry**  
Extreme Technologies, Inc.  
281.293.7800  
www.extreme-technologies.com



**Susan Fontaine**  
Upstream, Inc.  
713.869.3100  
www.upstreaminsurance.com



**Sharon Henry**  
Henry & Company, P.C.  
713.785.1777  
www.henry-cpa.com



**Christine Hollinden**  
Hollinden | professional  
services marketing  
713.520.5532  
www.hollinden.com



**Carolyn Morse**  
PowerLung, Inc.  
800.903.3087 Toll Free USA  
www.powerlung.com



**Elizabeth Stone**  
The Stone Kitchen Catering  
& Special Events  
713.521.3500  
www.stonekitchencatering.com



**Vonda Tackett**  
Rite Response Answering  
& Call Center Services  
866.838.RITE  
713.868.7500  
www.riteresponse.com