



SMALL BUSINESS PERSON OF THE YEAR FINALIST

Roger Green
Green Financial Resources

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Owner (s): Roger Green

Headquarters: Duluth

Year founded: 1987

Brief description: Provides financial services including investment, retirement planning, estate planning, and insurance.

What prompted start of the company? "I started when I was 19. I had a vision for what I wanted to do. I slowly hired people, built up an office, and grew the company person by person, computer by computer. I got my interest in the financial world from my parents. As a kid, I helped my mom buy and sell gold at her jewelry business. I was a little Michael J. Fox (who played teenage mogul-in-the-making Alex Keaton on "Family Ties" in the 1980s). I just had the aptitude."

Number of employees: 12

Annual revenues: \$2 million – while managing assets of \$250 million

Mentors/people who have made a big impact on your life or your company: "My mom and dad. They ran a business their entire lives, and they mentored me in my business life. My wife is also definitely a mentor. She taught me about the operations and management side of business, helping me deal with people better. They've been a real inspiration. Richard Parker is another. He taught me about implementation – showing me the steps of how to make an idea work."

Keys to company's success: "Number 1 would be knowing I serve God first in everything I do. It's also important for us to remember we help people – help them achieve their objectives with what they have. Their livelihoods depend on

whether we do a good job or not."

What advice would you give to business executives who go through this process next year?

"As I've found that there is never one person in a company who does it all, point out the contributions of the

people in your office. Tell the judges about the pros and cons of your business – your triumphs and your failures. I would also encourage business owners to look at those accomplishments and take the time to celebrate them with your employees." **G**



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