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# Frisco Style™ BEST of BUSINESS 2 0 0 4

FRISCO IS EXPLODING (STILL!) as new businesses open their doors almost daily. Our area enjoys both growth and variety in business, thanks to the planning and direction of our city leaders, economic planners and our well-educated and skilled citizens — YOU!

In a business climate such as this, it was extremely difficult to select the winners for this year's "Best of Business" 2004. Our evaluation team reviewed each of the submitted applications carefully. The applicants were not only evaluated on "traditional" business criteria (i.e. revenue, growth, number of employees, etc.) but we also measured and acknowledged each in four additional criteria: the growth of the business while located in Frisco, the longevity of the business in Frisco, the business' commitment to the community and their commitment as an employer to their employees. We believe each of these criteria is crucial to the continued success and future growth of our healthy, balanced business community.

We were very impressed with the quality of applications we received this year and want to thank everyone that submitted applications. We look forward to a spirited competition again next year. The following are our picks for the Frisco STYLE Magazine 2004 Best of Business.

by Emily Foshee  
photography by Tiffany Cochran



Scott Pontikes with his "Cardiac Fries"

## WINNER: SCOTTY P'S

**NESTLED AMONG THE SPARKLING NEW RETAILERS** and restaurants that have been an instrumental part of Frisco's explosive growth is Scotty P's, a family-friendly, family-run eatery known for its down home atmosphere and scrumptious home cookin'.

The first Scotty P's opened its doors in 1999 at the corner of Preston and Lebanon. "We were in an area that experienced phenomenal retail and restaurant growth," said Scott Pontikes, owner of Scotty P's. "Yet, as other restaurants came into Frisco, our business continued to grow. The people of Frisco supported us when we opened our doors in 1999, and they are still supporting us today."

And the reasons are clear: Scotty P's to-die-for burgers, hot dogs, fries and shakes, made from old family recipes, teamed up with a warm, inviting, personable atmosphere is a combination that's hard to beat. Scotty P's soups, salads, marinades, onion rings, chili, and dressings are prepared fresh daily. All bacon toppings are cooked and chopped by hand every day. And no, there is not a microwave in Scotty P's! Scott's father, Michael Pontikes, 75, is still in charge of the kitchen.

Scotty P's quickly established a reputation for the best burgers in town. Their 6oz., thick, juicy hamburgers are made from fresh 100% chuck and Frisco residents have identified their favorites: The "Preston Trail Burger," topped with homemade chili, grated cheese and mustard, and "The Caesar," topped with creamy Caesar salad on their famous historic hamburger...Scotty P's idea of a salad and sandwich.

Scotty P's hasn't forgotten the hot dog lovers of the world! Their all beef, smoked frankfurters are custom made to the family's strict specifications. The Family Favorite, "The Diamond Dog," is "just like the hot dogs you get at the ballpark"...mustard, pickles and onions; split, grilled and served on a toasted burger bun.

Hamburgers and hot dogs aren't the only all-American favorites that are making Scotty P's a Frisco favorite. Their inch-thick onion rings, homemade ice cream shakes and "Cardiac Fries" keep customers coming back for more. The "Cardiac Fries" routinely win the most awards at Scotty P's. This mountain of crispy fries is topped with mounds of cheddar cheese, chives, bacon bits and jalapenos and is served with a side of buttermilk ranch dressing and compliments everything else on the menu!

"Our primary focus is to provide a fun, relaxing environment that pleases the families that dine with us," said Scott. "We know many of our customers by name and I have more people tell us their kids will eat our hamburgers when they won't eat one anywhere else!"

Scotty P's has three locations, soon to be four, in Collin County.

"Although our family business is growing," Pontikes concluded, "we'll always be a mom and pop restaurant at heart."



### Honorable Mention

#### Randy's Steak House

Located in an 1869 historical home recognized by the State of Texas, Randy's Steak House is a "must" for the discriminating steak connoisseur.

Mouthwatering prime beef, hand-cut steaks and an extensive wine list, plus a unique ambiance, provide a truly memorable dining experience. Randy's offers the unique, cozy atmosphere that only a house from yesteryear can provide.

#### Cotton Patch Café

Home-style cooking prepared fresh daily and served in a family atmosphere is what the Cotton Patch Café has become known for. A friendly staff that provides outstanding service in addition to the delicious food patrons have come to count on has made the Cotton Patch Café a favorite dining destination in Frisco.

*Congratulations to Scotty P's, the Best of Business 2004 winner in Dining.*



*Chris Duncan at the piano*

## **WINNER:** **MUSIC** **CONSERVATORY** **of TEXAS**

**IS YOUR CHILD A BUDDING VAN CLIBURN?** A future Yo-Yo Ma? If so, the Music Conservatory of Texas can help your blooming musician realize his or her dreams. Established in 2000, the Conservatory provides an environment based on educating students of all ages and levels on the basics of music: understanding musical rhythm, the printed language of music; and how to read music.

Located on north Preston in Frisco, the Music Conservatory of Texas just opened a second location in Flower Mound.

"Parents like the Conservatory because their children are learning about music through the exceptional, educational materials we provide," stated Chris Duncan, Conservatory president. "And, the kids enjoy it because they are learning about the kinds of music they like the best. For example," Duncan explains, "many students bring in their favorite CDs so the instructors can teach them what to listen for in each song. Then, the teachers help their students chart out and learn about what the notation would look like (chords and harmonic progressions) that their favorite groups are using."

Although piano lessons are still the most popular, the Conservatory offers other music lessons sure to please each of their 300 students. Voice, guitar, violin, drum, banjo, mandolin, blue grass fiddle and cello lessons are taught by university-trained teachers. "Most of our teachers are completing advanced degrees at universities throughout Texas," said Duncan, "and really enjoy sharing their love of music with our students."

A wide variety of group and private lessons are offered. Private lessons include piano, classical and electric guitar, electric bass guitar, voice, violin, Suzuki violin, fiddle, drums and percussion. Music theory (understanding the way music is put together) is included in private lessons for students in kindergarten through 12<sup>th</sup> grade and adults.

"Our group and private lessons are designed to compliment each other," stated Duncan.

The Frisco Association of Arts Program, which supports all area art programs, is offering a scholarship for the Musical Explorers Class and the Percussion Lab this year through the Conservatory. The Musical Explorers Class is designed for students five to nine years old and focuses primarily on voice. Students may also sample piano, guitar and drum. The percussion lab scholarship will teach basic snare drum techniques and other hand-held percussion instruments. The Conservatory plans on offering a scholarship each year to students with the help of the Frisco Association of Arts Program.

Many of the Conservatory's students have taken lessons there for five years and have significantly improved their musical skills. Several are considering majoring in music in college. "We're helping these students prepare for the auditions that the universities require of those interested in a musical education," said Duncan.

"For someone to be really successful," said Duncan, "they have to want to practice and they need to learn that the effort will reap rewards. They also have to have a natural instinct for music and love the challenge of learning an instrument. To succeed, it takes an inner desire to continue year after year and excel."

*Congratulations to The Music Conservatory of Texas, the Best of Business 2004 winner in Education.*

## WINNER: FIRST NATIONAL BANK SOUTHWEST

SINCE OPENING ITS DOORS IN FRISCO IN 2001, First National Bank Southwest has almost doubled the size of the nearest of its 20 competitors. This 2<sup>nd</sup> time winner of the “Best of Business” award is a full service bank that is part of the Nebraska-based First National Bank of Omaha, a family-owned, \$15 billion financial institution founded in 1857.

“We’re definitely in a unique position in the Frisco market,” stated bank president Chris Tompkins. “We’re not a large, publicly-traded conglomerate, nor are we a small bank with limited resources.”

Consumers have basically two banking choices, Tompkins continued: They can choose from the big national banks that offer almost every financial product or service available, or the small, independent bank that doesn’t offer as many product choices but provides outstanding customer service.

“Being part of a \$15 billion organization allows us to provide the products and services needed for the larger and more complex relationships. Being independently owned allows us to focus entirely on our customers’ needs versus Wall Street’s and deliver superior customer service. This combination differentiates us from all our competitors and has been the key to our success,” stated Tompkins.

But there is much more to the success of First National Bank Southwest. First National Bank of Omaha had already expanded into six other states, and hired Mr. Tompkins in 2000 to establish a presence in the Frisco area. “Our parent company had bought existing banks in established markets, built new locations in existing markets, but had never started a new bank in a new market before,” said Tompkins. It was his responsibility to establish the bank, create a culture that would appeal to the North Texas consumer and select a varied collection of products and services that would meet the needs of Frisco’s growing, diverse population.

Tompkins accomplished all of his goals. First National Bank Southwest is a full service bank, offering commercial and residential loans, investments, merchant processing, corporate cash management and mortgage lending. The services range from small personal loans to financing complex business deals, such as Frisco’s new Embassy Suites, currently under construction. In addition, First National Bank Southwest has doubled its employee count in two years further endorsing the strong relationship with the private citizens and businesses in Frisco.

The bank’s commitment to the community of Frisco is obvious. They were recently recognized as obtaining the most new dollars generated by the United Way employee campaign in 2002-2003. They also received a certificate of community service from the Frisco Police Department in 2004 and have been “Presenting Sponsor” at the Frisco Freedom Fest for the past two years. The bank also sponsors the carousel located on the second floor of Stonebriar Centre.

*Congratulations to First National Bank Southwest, the Best of Business 2004 winner in Finance.*



*Chris Tompkins, president*



### Honorable Mention

#### **North Dallas Bank & Trust**

Founded 43 years ago, North Dallas Bank & Trust Co. is a retail and commercial banking institution and a founding member of the Frisco Education Foundation. The bank also supports the School Banking Program in Smith Elementary School, is active in the Frisco Chamber, the Rotary Club and Kiwanas. Keeping in mind that Frisco’s children are its future customers, the bank is busy establishing relationships with them now by inviting Santa Claus to come to the bank every Christmas to pose for pictures.



Dr. Evan Wilson

## WINNER: WILSON ORTHODONTICS

MANY OF THE BEAUTIFUL SMILES YOU'RE NOTICING on Frisco's youngsters are thanks to Dr. Evan Wilson, DDS, MS, owner of Wilson Orthodontics. Dr. Wilson specializes in dentofacial orthopedics, which contributes to the proper development of a child's bite and jaw alignment, resulting in an improved smile through the appearance of his teeth.

Dr. Wilson and his staff are an orthodontic specialty practice that provides care for all ages of children and adults in need of orthodontic treatment through the implementation of the newest technology designed for quality patient care and comfort.

"We treat each child who comes to our practice as if he or she were our own," said Dr. Wilson. "All but one of my staff has children and we understand their fears as well as the concerns of their parents. This understanding, and the time I spend with each individual to answer their specific questions, has largely contributed to our phenomenal growth."

Dr. Wilson's practice has grown 300% over the last two years. "Orthodontics involves a lot more than just straightening teeth these days," says Dr. Wilson. "Many kids have skeletal issues at a young age, and if they're not addressed in childhood, will most likely require surgery later. That's why I recommend that children no older than seven years of age be evaluated to determine what type of correction they may need down the road."

By evaluating a seven-year-old child who may need braces, Dr. Wilson can give them a head start in their treatment by aligning their jaw to accommodate all their permanent teeth and to properly relate the upper and lower jaws to each other. This will establish a good foundation to provide adequate room for the surfacing of the permanent teeth.

"This early correction may prevent later removal of permanent teeth to correct overcrowding and/or surgical procedures to align the upper and lower jaws," states Dr. Wilson. "Leaving such a condition untreated until all permanent teeth emerge could result in a jaw discrepancy resulting in very expensive oral surgery as an adult."

About 20% of Dr. Wilson's patients are adults. His services for them differ somewhat from his younger patients. Adults come to Dr. Wilson for treatment regarding bite issues, gum disease, or aesthetic orthodontic, functional issues. "There is no age discrepancy for braces; many of our adult patients have them," said Dr. Wilson.

Because Dr. Wilson is committed to complete patient care, he pays careful attention to the overall balance of the face as well as the function of the teeth.

It is no wonder that Dr. Wilson was recently selected by the Consumer's Research Council as one of "America's Top Orthopedic Dentists."

*Congratulations to Wilson Orthodontics, the Best of Business 2004 winner in Healthcare.*



### Honorable Mention

#### Bent Tree Family Physicians

This multi-physician family practice established by Guy L. Culpepper, MD, specializes in providing primary healthcare to people of all ages. Since its establishment in 1999, it has grown to include five board-certified family physicians and four board-certified physician's assistants.

#### Lee Dental Inc.

Drs. Clyde and Julie Lee have established a great reputation in Frisco because they go above and beyond the call of duty for their patients. Just ask some of their patients who have taken them up on their 24-hour emergency care offer! Drs. Lee provide all aspects of dentistry, including cosmetic dentistry, to patients of all ages.



Bill Petrella, general manager

## **WINNER:** **WESTIN** **STONEBRIAR** **RESORT**

**THE WESTIN STONEBRIAR RESORT IN FRISCO** is a destination unto itself...whether it is for large corporations hosting annual conventions, out of town travelers or locals who want to get away without really going away.

With revenues of \$21 million (an increase of 10% over the previous year), the Westin Stonebriar has made a name for itself since opening its doors four years ago and is heralded as a rising star among Texas resorts.

"We meet the Westin's national brand compliance as closely as possible, which is a key ingredient to our success," stated Bill Petrella, general manager. The Westin's brand standards are very specific: mention the guest's name three times at check in,

and greeting guests with a specifically worded welcome, are two of many standard requirements.

"Consistently employing our standards was a strong contributor to the Westin Stonebriar Frisco being named #1 in Quality Assurance/brand compliance and employee satisfaction in 2003," Petrella said. In addition, the resort has exhibited the best financial performance of all the Westin properties in Dallas.

Another key factor in the resort's success is due to Mr. Petrella's belief in creating and maintaining a pleasant working environment. "I believe that happy associates make happy guests," Petrella said, "so I make sure our working environment is as good as it can be." For the seven years Petrella has been employed by Starwood, Westin's parent company, this is the third time a hotel he has managed has been rated number one in employee satisfaction.

A beautifully designed property with lush landscaping and exemplary service offered against a fashionable backdrop is what draws an increasing number of guests to the resort. Throughout the property, traditional design elements, along with the use of native materials such as walnut, pecan and stone are used to evoke Texas' rich history.

The luxurious rooms feature 27" color televisions, two-line telephones with data port access, in-room safes, refrigerator, coffeemaker, iron and ironing board, refreshment center, hairdryer and other bath amenities.

Nearby corporations such as Frito Lay, EDS and JC Penney continue to take advantage of the proximity of the resort's beautifully appointed 24,000 square feet of meeting space, which offers high-tech, audio-visual equipment, high-speed Internet access, and wireless capabilities.

The Westin Stonebriar has already made a name for itself with the leisure traveler. Word has quickly spread about the luxurious Face & Body Resort Spa and the Tom Fazio designed 18-hole golf course, two luxurious amenities at the resort.

"Our strong reputation for quality accommodations and customer service helps to insulate us from our competitors," said Petrella. "All of our markets have grown steadily over the last four years and we expect that to continue. If we take good care of our guests, they'll probably return again and again."

*Congratulations to the Westin Stonebriar Resort, the Best of Business 2004 winner in Hospitality.*

# PROFESSIONAL SERVICES

## WINNER: TRINITY STAIRS

“ONE PHONE CALL AND WE HANDLE IT ALL, really sums up what Trinity Stairs is all about,” stated Richard Bush, Trinity Stairs president. “Our professionally trained staff serves architects, builders and homeowners by offering the largest selection of quality stair parts and uses cutting-edge installation techniques to ensure each stair case passes my rigorous standards as well as building code compliances.”

This philosophy has certainly taken Trinity Stairs in the right direction! Founded in 1993, this stair manufacturing company has seen steady, consistent growth in the past five years and attributes its continued success to the superior quality of their product and their excellent customer service. The combination of quality products and outstanding customer service has resulted in the opening of a Trinity Stairs location in Austin in 2002.

“We are fortunate in that we are the preferred stair provider for many area builders,” added Bush. “We have worked long and hard to establish and maintain a sound reputation for quality and responsiveness-it didn’t come easy. But, there are many homes here in Frisco and the surrounding areas in which we have installed stairs—from the very elaborate designs to the more traditional staircases. If it involves stairs, we do it.”

Whether dealing directly with a consumer or with their numerous commercial accounts, Trinity Stairs offers eight lines of custom-designed stairs, providing an extraordinary level of expertise for customers who require a unique staircase designed for their home. In addition to creating custom designs, Trinity Stairs offers five lines of production stairs and six lines of metal-designed ironwork stairs.

Ornamental ironwork has contributed significantly to the company’s growth. “As more and more custom homes are being built throughout the Metroplex, we’re seeing an increase in customer requests for intricately designed ornamental wine gates and iron balconies,” stated Bush.

In addition, Trinity Stairs manufactures and offers Stair Guard – a temporary set of guard rails (metal barriers for fall protection) to area homebuilders.

Not every stair is designed and built by professional stair builders and regulations have been established to set the acceptable parameters that control safe stairway design by building codes. To support that effort, Trinity Stairs supports the Stair Manufacturers Association (SMA), a non-profit trade organization, as a founding member. The SMA represents the stair industry and is actively involved in the development of building codes. The SMA also works with the stair industry to monitor installation designs so that safety and aesthetics can co-exist in a productive manner.

*Congratulations to Trinity Stairs, the Best of Business 2004 winner in Professional Services.*



*photo courtesy of Trinity Stairs*



### Honorable Mention

#### **Parry Financial Advisors**

Headed by Jim Parry, Parry Financial Advisors has offered personal and small business financial planning consultation to North Texas clients for more than 15 years. The firm attributes its growth to its “interdisciplinary planning process,” which balances all the factors to achieve optimal current and long-term objectives.

#### **LD Lowe Sr.**

##### **Financial Advisory**

LD Lowe Sr. Financial Advisory has been providing financial advice to individuals and small businesses in and around Frisco for more than 11 years.

The company has realized significant growth over the last couple of years and attributes its steady success to an unwavering commitment to the highest possible professional standards and code of ethics.



photo courtesy of Hall Office Park



## Honorable Mention

### Stonebriar Centre

In addition to being home to more than 160 Frisco retailers (some unique to the area), Stonebriar Centre provides the opportunity to go ice skating, ride a carousel, visit a unique soft play area and watch the latest hit movie! Plus, dine at one of many great restaurants, including Bucca di Beppo, California Pizza Kitchen, The Cheesecake Factory, Chili's Too, Dave & Buster's, Jason's Deli and TGI Friday's. No one can dispute the value and impact of Stonebriar Centre to our community.

## WINNER: HALL OFFICE PARK

HALL FINANCIAL GROUP, FOUNDED IN 1969 by icon real estate developer Craig Hall, was one of the first office developers in North Texas to predict the positive future of Frisco, contrary to popular opinion that few businesses would consider relocating north of Highway 121.

"The City of Frisco has been an important entrepreneurial partner for us -- and as entrepreneurs we are always excited when new and great things happen. It has been a unique vision combined with the City's support that Hall Office Park's tenant roster has grown to include more than 100 companies with 2,600 employees. Our mission is to continue 'redefining the workplace,' providing our tenant partners with exceptional amenities and services for years to come," said Hall.

Hall Office Park, Hall Financial Group's premiere property on Gaylord Parkway is testimony to Mr. Hall's insight into the area's future potential economic growth. This 162-acre development is master planned to include a total of 3.5 million square feet of office space distributed in 18 to 20 office buildings. A full-time concierge staff arranges numerous timesaving services, including a car wash, laundry pickup and delivery, lunch delivery and errand service. This contributes to the bottom line success of the park's tenants and the surrounding community.

During the past two years Hall has leased more than 445,000 square feet in an otherwise weak commercial leasing market, contributing to Frisco becoming one of the fastest growing cities in Texas. This year alone, more than 169,000 square feet has been leased at the park.

Corporate powerhouses such as Fujitsu, Levi Strauss & Co., EADS TELECO and Tenet Healthcare have relocated to Hall Office Park. Local business leaders Strasburger & Price LLP, IntegraStys, the Frisco Economic Development Corporation, Frisco Family YMCA, Cross Creek School of Frisco, Gateway National Bank and Frisco Association for the Arts are located there as well.

The Texas Sculpture Garden, the largest private collection of its kind open to the public, is located on four acres at the Park's entrance. The Garden features 40 sculptures by some of Texas' finest artists. Today, the park is a superior office environment that blends architecture, landscape, technology and art, and offers tenants first-class office space combined with unprecedented amenities.

Not only has Hall Office Park contributed to the economic boom in North Texas, but also the development has grown into a community-gathering place. Since its inception, Hall Office Park has been the site of the city's Fourth of July Freedom Fest with more than 40,000 friends and neighbors attending each year. This year, Hall will be the site of the Gary Burns Fun Run this month that funds scholarships for graduating Frisco high school seniors.

*Congratulations to Hall Office Park, the Best of Business 2004 winner in Real Estate.*



Randy Brown, general manager

## WINNER: LAND ROVER FRISCO

IT IS NO WONDER LAND ROVER FRISCO SUCCESSFULLY DEFENDED its “Best Retail Business” title. Since being honored as “Best Retail Business” in our inaugural 2003 Best of Business issue, Land Rover Frisco has continued to grow, improving customer satisfaction and steadily increasing sales by 13-14% each year.

Land Rover Frisco has entered its 5<sup>th</sup> year of business, offering new and pre-owned models of the legendary British built SUV brand. Buyers wanting top of the line vehicles, with all of the luxurious amenities, go to Land Rover Frisco to purchase a Discovery, Range Rover or Freelander.

“Frisco has grown like we have,” stated general manager

Randy Brown. “We have many repeat customers, and they tell us they like our no nonsense business approach and quality vehicles.”

Land Rover Frisco customers enjoy the unique ways this dealership strives to offer out-of-the-ordinary, fun experiences for them. When purchasing a vehicle at Land Rover Frisco, customers receive an exclusive “Ticket to Adventure” package, a newly-introduced gift providing off road day trips, wildlife adventures and area sporting events. “This gives our customers the opportunity to experience some of the outdoor activities they can enjoy with their Land Rover,” said Brown.

The “Ticket to Adventure” package provides tickets to the Heard Museum, a 289-acre wildlife sanctuary in McKinney, and Fossil Rim Wildlife Center in Glen Rose. For polo fans, the kit includes tickets to the Las Colinas Polo Club to watch Land Rover’s sponsored team. Other gifts include special offers at Rough Creek Lodge in Glen Rose and complimentary admission to the Dallas Safari Club annual convention. New owners are also invited for off-road day trips to receive hands-on instruction and fully experience the unmatched capability of their vehicle.

Land Rover Frisco is a proud corporate citizen and champion of conservation. Within the Frisco community, They provide the official pace car of the Gary Burns 5K Fun Run, are involved with the Frisco Chamber of Commerce and sponsor many area charity golf tournaments. Land Rover Frisco, along with Land Rover Dallas and Land Rover Austin, continues to sponsor McKinney’s Heard Museum with funds for the Land Rover Wetland Lookout and the Fossil Rim Wildlife Center by providing the Land Rover Yard for the endangered Black Rhino.

Land Rover Frisco prides itself on its highly knowledgeable employees providing cross training in which all employees are trained in various functions to better understand the business and more effectively serve customers. Five Land Rover Frisco employees received Gold Member status...the highest honor in the annual testing Land Rover North America conducts throughout the country. Two Master Technicians were also represented in the Land Rover’s “Tech Challenge.” Each employee is tested on product knowledge and excellence in their area of responsibility.

*Congratulations to Land Rover Frisco, the 2004 Best of Business winner in Retail.*



### Honorable Mention

#### Toys R Us

Overflowing with stuffed animals, bicycles, motorized scooters, battery-operated cars, action figures, dolls and much much more, Toys R Us is a child’s paradise! This mega toy store will soon celebrate its first anniversary in Frisco. Parents can take advantage of this “one-stop-shopping” experience by purchasing their child’s school clothes, get a haircut or picture taken or even host a birthday party in the stores’ play area and party room.



Owner Kirby Schlegel with head coach Tony Curtale

## WINNER: TEXAS TORNADO

**THE TEXAS TORNADO HIT FRISCO WITH A WHIRLWIND OF SUCCESS!** The 2003-2004 season ended with 71 wins, only seven losses and two ties. They also won the divisional championship for the 5<sup>th</sup> straight season.

“Frisco is becoming a real sporting town,” stated Kirby Schlegel, team owner. “The fan base has tripled to an average of 3400 attendees per game since we relocated here from North Richland Hills two years ago. Once people attend one of our games at the Dr. Pepper StarCenter, they come back again and again.”

The Texas Tornado is a junior “A” level ice hockey team, a transitional step in a hockey player’s development toward college and the NHL. The team is comprised of youth 16 to 20 years old from around the country and Canada. Players live with local host families during the season, attend

school, and some have part-time jobs. Players on the team work for the goal of obtaining a college scholarship during their time with the Tornado. Since the team’s inception in 1999, 50 players have received college scholarships. Some have been drafted into the NHL.

“I’ve been with the Tornado since the beginning,” said Tony Curtale, head coach. “We’ve been fortunate to get talented kids with good character; in fact, we broke all expansion records in the entire nation the first year we were playing!”

The first junior “A” team in Texas, The Tornado are part of the North American Hockey League, which is comprised of about 20 teams. The Tornado has won the league championship twice.

“We sold out quite a few games last year,” said Curtale. “The team is very entertaining for our fans, because our owners are committed to providing a first-class hockey experience for everyone that attends.”

The Texas Tornado is committed to supporting children and has developed three Texas Tornado school programs designed to recognize student achievement at school and reward student performance.

The **Read to Achieve Program** is a six-week program that encourages elementary school students to read for enjoyment and reward. The program rewards achievement with Tornado tickets.

The **Honor Roll Program** was designed to reward the academic achievements of elementary and middle school students who are on the Honor Roll during a predetermined grading period. They will receive a personalized Honor Roll membership card that entitles them to a \$5 admission for an End Zone seat on each designated Honor Roll Night.

The **Teacher Appreciation Program** rewards teachers recommended by their school with four complimentary tickets to Teacher Appreciation Night.

*Congratulations to The Texas Tornado, the 2004 Best of Business winner in Sports & Entertainment.*



### Honorable Mention

#### The Ice at Stonebriar Centre

Anyone shopping at Stonebriar is bound to notice the large crowds of children and adults skating at The Ice at Stonebriar Centre.

Skating lessons are offered, tailored to accommodate all ages, skating abilities and schedules.

Hockey programs are also popular. Birthday party rooms are also available!

#### Milton Raye

Gospel singer and Frisco resident Milton Raye has traveled to 48 states and 20 countries throughout the world representing Frisco to other countries and their cultures. Mr. Raye recently received a Gospel Music Award and is the first gospel singer from Frisco. Many people discovered Frisco and have visited here because of Mr. Raye’s inspirational music.



*Skywire Software staff*

## **WINNER: SKYWIRE SOFTWARE**

**SKYWIRE SOFTWARE, A LEADING PROVIDER** of enterprise software applications and second-time winner of the “Best of Business” award, continues to experience explosive growth.

“Our aggressive growth strategy, strong customer commitment and talented employees have fueled Skywire Software’s incredible 1,000% revenue growth over the last three years,” said Patrick Brandt, founder and CEO of Skywire.

Skywire Software, a subsidiary of Hall Financial Group, offers an integrated suite of products and services, including online customer service and support, business intelligence, integration applications/adapters and professional services.

This privately held company is unique because of its commitment to creating and delivering enterprise software that is focused on the customer. Clients range from Fortune 500 corporations such as Aon Corporation, AT&T, Dell Computer Corporation and PepsiCo to other successful businesses such as BMC Software, U.S. Risk Insurance Group and, Skywire Software’s first customer, Summit Alliance Financial.

Their mission of “building customers for life” is the foundation of their entire organization. Their guiding principles are: customers are number one, period; honesty is a must; and predictability---no surprises. “Building Customers for Life” is exemplified among two of Skywire Software’s key customer relationships: Dell Computer Corporation and Summit Alliance.

Summit Alliance, an insurance industry leader, has shown much trust and loyalty to Skywire Software since being retained as its first customer. Skywire Software created a comprehensive

new business application enabling the company to efficiently process cases, increase productivity, enhance profitability of its products and agents and much more.

Another key customer, Dell Computer Corporation, is handling in excess of six million online customer support sessions annually and has saved millions in hard dollar costs through telephone call avoidance using Skywire Software’s Answer Suite product, which has become an integral component of Dell’s customer service initiatives.

Skywire Software has been recognized by the community for its outstanding growth and support of the community, and has received numerous awards: 2004 Collin County Volunteer of the Year, Small Business category; 2004 Dallas Business Journal’s Best Places to Work; and the 2003 North Star Recognition Award from Entrepreneur’s Foundation of North Texas

Commitment to their community is evidenced by the 1000 hours of special community service Skywire Software employees donated last year, including participation in the September 11<sup>th</sup> Freedom Day, support of Wipe Out Kid’s Cancer, designing and developing web sites for M.A.D.D and the Entrepreneur’s Foundation of North Texas. This year, Skywire Software is designing and developing the Carnegie Science Center Sci-Tech Discovery Center web site.

*Congratulations to Skywire Software, the 2004 Best of Business winner in Technology.*