

# PACESETTERS

## ATLANTA'S 50 FASTEST-GROWING PRIVATE COMPANIES

### 22 CourierNet Inc.

CourierNet Inc. strives to be on time, all the time. The 3-year-old courier company has taken much of the waiting and worry out of the business by combining Internet services with experienced employees. CourierNet Inc., based in Marietta, has had revenue grow 135 percent in the past two years.

The company prefers not to release revenue numbers. However, it has grown from 2 employees in 2000 to 14 employees today. CourierNet places a premium on experience. All drivers have at least three years of delivery experience in metro Atlanta. The dispatchers have a combined 25 years of experience, which helps them guide drivers around Atlanta's nooks and crannies.

CourierNet also differentiates itself with Internet services. Orders are placed online. The clients can track deliveries -- from the moment the package is picked up, through its travels, to who signs for it at the receiving end. They can pull records on how efficient the service is and how much it costs.

"Everything is in the open," said CEO James M. Arena Jr. "Customers love it."

CourierNet opened a second office in Charlotte, N.C., last year.

Rank	Company	Weighted average growth index*	% change in revenue 2000-2002	% in change number of employees 2000-2002	Factors leading to growth	Brief description of service offered	Chief Atlanta officer(s)	Year established in Atlanta
22.	CourierNet Inc. 1360 Powers Ferry Road, C200 Marietta, Ga. 30067 (770) 953-4600 www.couriernet.net	19.96	135.6	600	online order entry/tracking software, professionalism and quality of staff and drivers	same-day local delivery services	James M. Arena Jr.	1999

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START  
YOUR  
ENGINES ...

## QUALIFICATIONS

To qualify for the list, companies must have their headquarters in Atlanta (subsidiaries of other companies are not included), and must have revenue between \$1 million and \$300 million. They must have two-year growth in sales of more than 50 percent.

Companies are ranked according by growth index formula, which is used to even the playing field among companies of different sizes.

Factors in the formula include the percent change and absolute change in revenue and number of employees from 2000 through 2002. The results are ranked against those of all companies on the list.

Employee growth was weighted 40 percent and revenue growth was weighted 60 percent.

This year's Pacesetters event was sponsored by BellSouth Corp., Eagle Partners, RBC Centura and Frazier & Deeter LLC.

This year's Atlanta Business Chronicle Pacesetters list represents a diverse group of companies.

The top 10 companies come from a wide variety of sectors including technology, hospitality, health care, transportation, construction, outsourcing services and mortgage lending.

Most have grown despite the economic downturn; others have grown in part because of it. "Health-care services tend to be recession-proof," said Gene Venesky, founder of MedQuest Associates Inc., while Reggie Bradford, president and CEO of N2 Broadband Inc., acknowledged that the technology sector has been hit very hard. Yet both companies made the top five this year.

One thing our Pacesetters have in common is steady -- and fast -- growth. The profiles in this section reveal a careful, thoughtful approach to growth. EzGov Inc.'s Chief Financial Officer Bill Maner refers to what he calls "healthy growth."

Amid the success stories featured in this section, there are also inklings of un-

certainty. Tri Star Trucking owner David Morgan is worried about the escalating price of fuel. "It's devastating. Our costs are going up faster than we can adjust prices," he said.

And even with interest rates at a four-decade low, MDC Homes CEO Keith McSwain said he realizes the environment won't remain this favorable forever -- and he's prepared for the inevitable.

Despite the war and economic uncertainty, nearly every company leader we talked to for this section is generally optimistic about his or her own future. Many of them believe the forward momentum of 2002 will continue throughout 2003.

"We're planning to be a little more proactive this year. We want to be on that [Pacesetters] list again," said Sheila Lowden, founder of Lowden & Associates Inc.

Also on our list this year you'll find:

- Out of the top 10 companies on our list, three are new to the list and seven appeared in last year's top 10.
- More than half (29) of this year's Pac-

esetters are making a first-time appearance on the list.

- The oldest company on the list (Broniec & Associates Inc.) was founded in 1972.
- Approximately one out of every five companies lists a woman as its chief Atlanta officer.
- The class of 1998 makes a strong showing on the list: The largest number (12) of companies was founded that year.
- Three companies on the list showed a net loss in number of employees between 2000 and 2002.
- The company showing the largest percent growth in number of employees was In-Zone Brands Inc.
- Thirty companies call cities outside the Perimeter home. Alpharetta leads with 10 companies. Other Pacesetters are based in Marietta, Suwanee, Norcross, Duluth, Austell, Smyrna, Roswell, Canton, Carrollton and Kennesaw.

*Erica Stephens*  
Growth Strategies Editor  
[estephens@bizjournals.com](mailto:estephens@bizjournals.com)

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