



ALL UNDER FORTY

**D-FW's Rising
Stars Under
Age Forty In
The Business
World Today**

2005 FROG C F F
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From the Editor

175 nominations were received for 40 Under 40, and selecting individuals for the list was no small task. Every nominee was truly impressive.

The list of 40 represents a wide variety of industries, each with his or her own unique story. They've all taken chances in business, met and worked through disappointments to achieve their successes. Some have lost it, then made it back again – or at least they're on their feet again.

In reading their stories, you can glean a lesson or two to help you achieve business success. There are some common themes:

1. Create a solid business plan, and sitting down at your "regular" coffee shop every morning at 5 a.m. to work on that plan might be

2. Stay motivated by those who want to rain on your parade, who say or treat you up to the task.

3. Stay healthy. Learn from your mistakes and move on.

4. Stay healthy, because being successful in business likely will require a lot of energy.

5. Stay on.

The Dallas Business Journal thanks everyone who submitted a nomination

and we congratulate

everyone on the list. You

are the Fort Worth a

center.

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Meet the individuals who we believe are well on their way to being ranked among the leaders in the D-FW business community.

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LEARNING BY DOING: Kevin Lofgren says he's a self-taught man, learning everything he's doing today 'on-the-job.'

Kevin Lofgren

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BY ANNE BUCKLEY | CORRESPONDENT

Kevin Lofgren went from a minimum wage mailroom job to the helm of his marketing services company, Farstar Marketing, in just five years.

He founded the company in 2001 as a Web design and development consultancy. In 2002, he and a close friend were chatting about direct marketing and how they could improve on the dismal response rates that had become widely accepted as the norm, and the lack of quantitative data to measure effectiveness within direct marketing campaigns.

Together, they began to create specifics for the process, and sought out technology and individuals that would eventually become the basis for Farstar.

Lofgren saw the typical 1% response rate as an opportunity for enormous improvement in the marketing arena. He utilized an understanding of human behavior and leveraged it with his knowledge of technology.

Farstar's client list includes a large number of Fortune 500 companies as well as smaller organizations that have used its custom-built and operated solutions to increase sales.

How does a Farstar operation work? In a recent case study, a Fortune 500 company needed to increase sales growth for a specialized product. In less than 45 days, Farstar created a strategy (it's called a Lead Machine solution) that combined personalized direct mail, e-mail and the Web. Farstar generated a 45% response rate and increased the client's telesales contact rate from

10% to 48%. The sales staff was able to set more than 125 customer appointments in less than 60 days.

"Our Lead Machine solution helps companies take the guesswork out of marketing and engages each prospect in a personalized, multi-step dialog," Lofgren said.

Farstar is 100% owned by Lofgren, who continues to reject funding and any idea of selling the company.

"We've doubled our gross revenue every year through the end of 2004," Lofgren said. "In 2005, we're not as focused on increasing gross revenue as we are on increasing our net profitability."

Learning along the way

Lofgren grew up in Duncanville and graduated from Baylor University with a degree in telecommunications. But, he says, his most valuable business and life lessons have been from hands-on experience. "I'm self-taught at everything," he said, "music, photography, business, marketing, communications, etc. I had no formal training, but have learned everything I'm doing today 'on-the-job.'"

Some of those jobs included working as an assistant to a headhunter (for peanuts in order to gain some experience, he says); temping through a staffing agency as a mailroom clerk and data entry "grunt" at a management consultancy (a one-week assignment he stretched to six weeks); and a temporary job at Texas Instruments, where he helped engineers with posting documents online by building a secure Web site. All of these experiences, he says, were invaluable in preparing him to be a business owner.

Involved in the community, Farstar has been the title sponsor of The Dallas Challenge - Fore the Kids Charity Golf Tournament. The event raises money and awareness for at-risk Dallas children and their families. He also supports the local arts community through his work with the Dallas Symphony Orchestra, the Dallas Youth Orchestra, the Anita Martinez Ballet Folklorico and the Dallas Center for the Performing Arts.

Buckley is a freelance writer in Dallas.

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company, and is the youngest person ever to be named president. He also ranks as the statewide company's "All-Time Top Producer" based on production during that same time period. His focus is primarily on tenant representation, site selection and the creation of major ground-up developments. His clients include Home Depot, Bank of Texas, Pearle Vision and Sullivan's Steakhouse, among others. Since the beginning of his career, Glaser is credited with working on a long list of development projects representing more than \$200 million in value, including Hall Office Park retail in Frisco; Frisco Bridges North Shopping Center in Frisco; Twin Creeks Village Shopping Center in Allen and Hickory Creek Crossing in Hickory Creek.

Community involvement: Active supporter of the Salesmanship Club, the Multiple Sclerosis Society and the Jewish Federation of Greater Dallas. In addition, he is a founding member of Karen's Deal, a cancer awareness foundation supported by the real estate industry.

Jennifer Johnson

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You'd expect to find a successful woman in the field of architecture, but Johnson's role as VP of the company's aviation group might not be so 'run-of-the-mill.' Currently, Johnson is the architectural project manager for the architectural component of Dallas/Fort Worth International Airport's Terminal D interior common spaces, which is the country's largest, new, post-9/11 terminal; and San Antonio International Airport Terminal expansion. Johnson has worked on almost every aspect of the architecture field, completing designs nationwide for schools, office buildings, multifamily housing and high-end retail. She graduated from the University of Texas in Austin in 1992 in the top 5% of her class with a bachelor of science degree in architecture. She received her masters degree from the University of Pennsylvania in 1993 and received a scholarship to study and travel in Japan while at Penn. She is now a registered architect