



SPECIAL SECTION

# BUSINESS ANNIVERSARIES

BUSINESS ANNIVERSARIES SPECIAL SECTION  
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AUSTIN  
BUSINESS JOURNAL

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**HEATHER LADAGE**  
Market President & Publisher

## PUBLISHER'S LETTER

Two out of three small businesses die within the first 10 years.

That sobering statistic from the U.S. Small Business Administration drives home how difficult entrepreneurship is – and how special the companies are within the following pages.

Many of these businesses have been around for decades – one is celebrating its 70th anniversary – and this longevity matters to employees seeking stability and customers seeking trustworthy, venerable service. That's why we're happy again to recognize some of the Central Texas companies that are celebrating a milestone.

To the companies featured in the following pages, congratulations on your continued success. To those of you who look forward to the day when your business can celebrate such a milestone, we hope you find helpful advice from the business leaders interviewed for this special publication.

Happy Anniversary,



## Advancing infrastructure to shape communities

### What is the primary mission of your company?

HNTB Corporation is an employee-owned infrastructure firm serving public and private owners and contractors. With more than 100 years of service in the United States and Texas, HNTB understands the life cycle of infrastructure and addresses clients' most complex technical, financial and operational challenges. The ability of our transportation network to move people and goods efficiently and effectively directly impacts our security, economic vitality (jobs) and global competitiveness. HNTB continues its commitment to advocate for open dialogue and discussion among industry leaders, policy makers and the traveling public to discover what is needed and deliver the best outcomes for all.

Our deep bench of professionals nationwide and right here in Central Texas delivers a full range of infrastructure-related services, including award-winning planning, design, and program and construction management for airports, bridges, highways, toll roads, public transit and emerging technology solutions.

### What are your plans for the future?

With the Austin metropolitan area continuing to rank on top of every "Best Place to..." list, our region's growth continues to be both a challenge and an opportunity. We are honored to partner with transportation agencies to proactively plan and design for the region's bright future. We are looking for talented professionals to expand our services and staff in Central Texas and we're eager to grow in order to support the needs of our clients.

### HNTB CORPORATION

701 Brazos, Suite 450  
Austin, TX 78701  
hntb.com

Michelle Dippel, Central and South Texas Office Leader  
512-447-5590



# WE ARE HERE

Celebrating 25 years in Austin and a century of service in the region, HNTB is creating infrastructure solutions that strengthen our community.

hntb.com



# Atchley & Associates proudly serving our Austin community for 20 years

**What is the primary mission of your company?**

Throughout our twenty years, we've always made it our mission to provide exceptional services to our clients by developing long-term relationships that enable us to assist our clients in anticipating and proactively managing their most important business challenges. Internally, we will provide opportunities for our people to grow and to be rewarded.

**What sets your business apart from your competitors?**

What sets Atchley & Associates apart from our competitors are at least three factors:

- Our firm and staff commitment to providing quality services to clients. We value high quality services more than making a profit.
- We hire and maintain employees who are committed to maintaining high ethical standards because we are a business that believes in working with clients and employees with high core values.

• We are large enough to have a variety of skill sets by various individuals in our firm, yet small enough to share knowledge and consult on client issues among our departments. What sets us apart is that most of our competitors do not have the depth of experience in certain areas, such as merger and acquisition consulting, business valuations, political reporting, estate and gift taxation and international taxation.

**What if anything, has changed since your business was founded?**

Since Atchley & Associates was founded, we've been involved with our community. That commitment is still present and we've increased our efforts of giving back to the community by establishing a program that focuses on giving back using each of our unique abilities. We're proud of our involvement with nonprofit organizations, our Atchley & Associates scholarship to Lanier High School, and becoming a certified B Corporation, reinforcing our commitment towards social responsibility and the environment.

When the business started in 1999, we had 13 employees. Today, we've grown in size to 49 employees. Providing additional training to increase our team member skills, along with increasing our knowledge base, has allowed us to provide more services to our clients.

Two years ago, we decided to purchase a building and make it our new home. This new facility has a training room that not only is used for our trainings and meetings, but is offered to our community and nonprofits.

**Describe the defining moment you know your business would be successful.**

When we decided to start Atchley & Associates in 1999, we knew that the firm would be successful from the very beginning when EVERY person that we asked to join us in this venture was highly motivated and excited to be involved with our firm. All our clients and all future employees had no hesitation about being a client or employee of our future firm. People were asking us if they could work at our new firm. To be shown this amount of

**ATCHLEY & ASSOCIATES**

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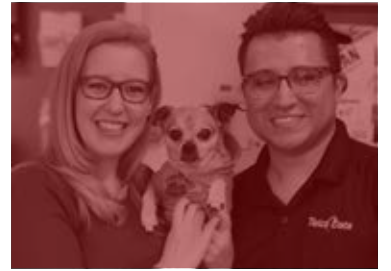
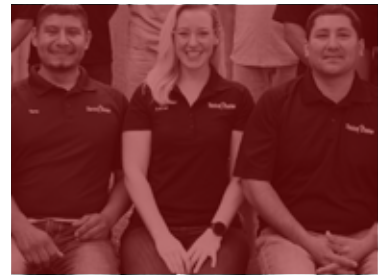


support and enthusiasm for our new venture provided assurance to us that the firm would be successful!

**What are your plans for the future?**

Atchley & Associates' plan for the future focuses in growth, learning, and reinforcing our relationships with our clients and our community. Our successful performance to any engagement is directly related to the personnel assigned to it. We'll continue empowering our team members in accomplishing professional success.





CELEBRATING

18 YEARS

SERVING AUSTIN, TX

EST. 2001



## FROM OUR PRESIDENT ON HER 10TH ANNIVERSARY

"I started as office manager at Telco Data fresh out of college. As Telco Data grew, I grew along with it, creating the processes and framework for a successful small business from scratch. From selecting the best, brightest, hardest-working team and training each one personally to uphold "Telco Data Quality" that Stacy Tallent and I have devised, to delivering perfect customer service to all our loyal clients, Telco Data has taught me everything I know about serving Austin to the best of our abilities.

We strive every day to be the best vendor to our commercial clients, raising the bar for quality low voltage, hosted phone, and carrier services. By delivering next-level customer service, we can raise expectations and increase quality through competition for the Austin business community.

Thank you to our staff for bringing your A-game every day and delivering on the Telco Data Quality that earns us business and keeps our clients happy! And thank you to our loyal clients and GCs who recognize our quality, our customer service, and our friendly can-do attitudes and continue to call us back for more!"

*Layne Rouse*



35 Years  
Growing  
Austin

35 Years  
Community  
Service

AUSTIN, TEXAS

# 35 YEARS OF HERITAGE

## Heritage Title Company of Austin, Inc.

DOWNTOWN  
401 Congress Avenue  
Suite 1500  
Austin, Texas 78701  
512.505.5000

ROLLINGWOOD  
2500 Bee Caves Road  
Bldg 1, Suite 100  
Austin, Texas 78746  
512.329.3900

TARRYTOWN  
2630 Exposition Blvd.  
Suite 105  
Austin, Texas 78703  
512.380.8900

[www.heritagetitleofaustin.com](http://www.heritagetitleofaustin.com)



# Nerds in a Flash is Your #1 IT Support Provider for 15 Years and Counting

## What is the primary mission of the Company?

Nerds in a Flash is a full-service Managed IT services company in Austin and San Antonio, Texas that also performs break-fix computer repairs. Our mission at Nerds in a Flash is to combine ever-evolving knowledge and innovation with heroic customer service and geniality to solve all our customers' IT needs.

## What sets your business apart from your competitors?

For 15 years Nerds in a Flash has executed over the top, rapid response, heroic IT support for our managed service and computer repair customers. Not only do we provide top grade, knowledgeable expertise, but we also take the time to instill the knowledge that we envelope into our customers when we are on-site so that they are informed and consulted on every option they have and feel comfortable with any decision they make. Our commitment to dependability, timeliness and friendliness is what keeps our managed service customers happy and our computer repair customers returning time after time for all these years. We believe a customer should feel not only completely elated at the service that has been performed but also like they have made a friend by the time we leave their presence.



## What has changed since your business was founded?

Nerds in a Flash has grown tremendously since Kelley Sanford Jr. developed it back in 2004. It started out as Access Computer Services and only did residential computer repair. Kelley changed the name of the business in 2007 to Nerds in a Flash because he felt that was catchier to obtaining customers and made them feel they were getting

exactly what they were searching for. A nerd... in a flash. In the last 10 years the business has taken a huge transition over to the managed services side of things. Monitoring, managing, doing preventative maintenance, troubleshooting, IT Help desk and repairs on our business customers workstations and servers at all times, for a competitive monthly fee. While we still do residential and business break-fix repairs, managed IT services has been Kelley's dream for Nerds in a Flash since inception and what our primary business is today. Our teams, customer database and relationships with our customers have grown tremendously over the years.

## Describe the defining moment you knew your business would be successful.

I will let you know when I know. LOL. The truth is, as all business owners know, every day is a fight to grow and move forward. I think the day you think to yourself "I have made it", is the day you stop growing. Perseverance is key, but as the saying goes, take care of your clients and they will take care of you. It is the truth. Providing an over the top skilled service, putting your clients first and always making sure you and your team are learning and on their game is the path to success in any business.

## NERDS IN A FLASH

13740 Research Blvd., Suite R1,  
Austin, TX 78750

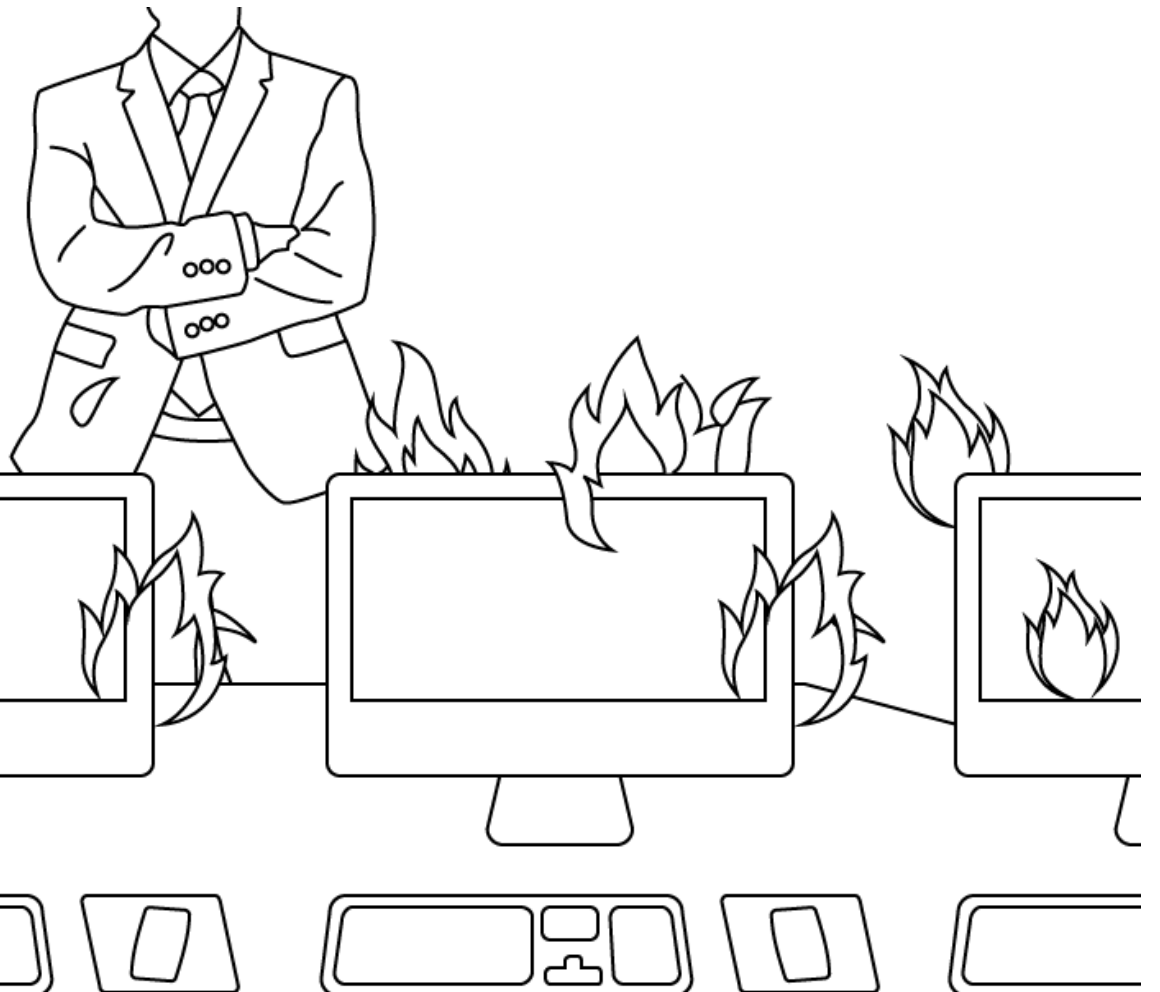
[www.nerdsinaflash.com](http://www.nerdsinaflash.com)  
(512) 401-6373



## What are your plans for the future?

Nerds in a Flash has been blessed to have doubled our business in the last year and with Gods guidance we hope to stay on that growth path, year after year. We hope to continue to evolve with the daily changes in technology and keep our customers up to date and feeling like they are in good hands as we always have in the past. We hope to grow our teams and build our client base exponentially, expanding to other cities and maybe even states! Our belief has always been to just make our customers/clients happy and the rest will follow. We plan to stay focused on our high level of customer service and perform above the rest!

ONE SERVICE TO  
RULE THEM ALL.



NERDS IN A FLASH



# Trimbuilt Construction celebrates Building Inspiration for 35 years

## Primary Mission

For more than 30 years, Trimbuilt has forged a widespread footprint of projects that are the unique history of Austin and serve as inspiration for the Austintatious spaces built today.

We are proud to build Austin as it evolves to be one of the most desired places in the country to live and work. The energy that comes from its vibe only helps to increase its allure.

Our longevity and success stems from a team of experts who know what makes Austin remarkable, understand the uniqueness of construction in this region, and work in collaboration with clients to build a vision with quality and value.

## What sets us apart

Trimbuilt takes a sequence of steps to ensure our fulfillment surpasses industry standards. There is no better example of this than with our drywall division. In construction, drywall can often dictate the schedule. Project timelines are based largely on this step in the process.

Operating our own drywall company means we improve customer experience



with measurable cost savings and ensure shorter construction times.

## Changes since business was founded

Since 1984, Trimbuilt Construction has created, expanded and remodeled many of Austin's most recognizable locations. Paired with a high-caliber workforce, Trimbuilt is dedicated to providing the highest level of service and experience available today while delivering each project on time and on budget. From pre-construction services, value engineering, MEP design and scheduling, Trimbuilt is structured to meet every project's goal

and exceed clients' expectations. With an emphasis on "real time" collaboration, their team is proactive in meeting project deadlines while ensuring the highest level of quality for ongoing projects.

## Defining Moment

When Larry Puckett acquired Trimbuilt Construction in 2011 he set out to go into business for himself, he did so with one goal in mind. That goal was to fulfill the visions of his clients with exemplary performance and service in all aspects of the construction process. He wanted to place the utmost value on every project regardless of size.

## Future Plans

At Trimbuilt, we have longstanding relationships with our clients and our partners - from subcontractors to architects. We will always be known as the premier general contractor in Austin for Class-A Interior Finish out and we plan to keep it that way. We are slowly growing our ground-up division and explore all of the opportunities that construction in Central Texas has to offer.

## Trimbuilt Construction, Inc.

12800 North Lamar Blvd.  
Austin, Texas 78753

www.trimbuilt.com  
(512) 832-1979



## Reliability Instills Confidence

As the premier company in Austin for interior remodeling, our history of efficient and quality work is why companies chose us to build their corporate headquarters. Growing corporations need a contractor with vast experience and excellent relationships in the Austin area to expedite permitting and keep a project on schedule. For a faster turnaround, Trimbuilt keeps everything from doors to hardware available at its centrally located 15,000 square foot office warehouse.

Trimbuilt Construction, Inc.

www.trimbuilt.com

follow us on

(512) 832-1979

We build INSPIRATION

## B2 Management & Consulting – Taking Care of Lawyers Since 2009

### What is the primary mission of your company?

Founder, Brenda Barnes, states it best: Put simply, B2 is the perfect office management solution for small law firms and businesses. But we are more than a back-office support company. Our goal is to take care of you while you take care of your clients. From opening a new law firm to growing an established business, we offer a wealth of market expertise and industry experience to support you in the day in and day out minutiae that comes with running your own firm or business. What we really are is peace of mind.

### What sets your business apart from your competitors?

For a decade, we do what we do best...manage law firms. From their unique accounting and billing to advising them on legal pricing or partner compensation, no one else walks the walk or talks the talk like we do. A testament to our client satisfaction? Our law firm clients refer their corporate clients to us which is why we cover it all. Payroll? ✓ Recruiting? ✓ Human Resources? ✓ We make our clients as efficient as they can be, so they can be as successful as they want to be.

### B2 MANAGEMENT & CONSULTING

1601 Rio Grande, Suite 450  
Austin, TX 78701

www.b2-mgmt.com  
(512) 381-1500





CELEBRATING 10 YEARS

ESTABLISHED 2009

## It Began with a Blue House ...

And a dream. A big dream. A school that would nurture the mind, body, heart and spirit of each child. A rigorous and innovative Episcopal academic program offered in a diverse and nurturing environment.

In August 1999, Trinity Episcopal School opened with 13 pioneer first graders near the University of Texas in a converted residence, dubbed "The Blue House."

### Some Things Never Change

Today, Trinity is a K-8 school with about 540 students and more than 100 faculty and staff. While the numbers and setting have changed, we remain true to our commitment of "Each Child, Each Day" and the four core values that guided our founding: a strong Christian foundation, enriched academic excellence, a diverse community and a commitment to family. Trinity is a place where education, innovation and community intersect.

### TRINITY EPISCOPAL SCHOOL

3901 Bee Caves Road | Austin, TX 78746

www.austrinity.org  
(512) 472-9525



# ANNIVERSARY

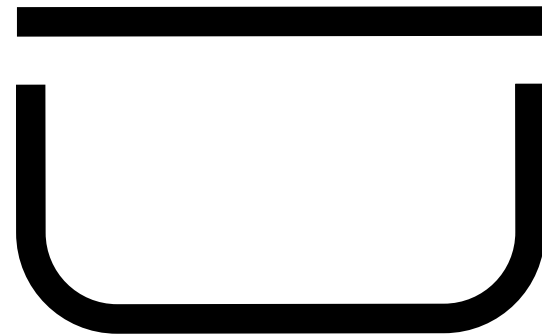
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**August 2009:** Barack Obama was president. Taylor Swift was still making country music. Quentin Tarantino released *Inglourious Basterds*. Sonia Sotomayor became the first **Hispanic** woman to serve on the Supreme Court. Kings of Leon headlined Lollapalooza. Gas cost about the same. People still lived in houses on Rainey Street. The unemployment rate topped 9.5%. The Dow hovered around 9k. And Runa Workshop was founded in **Austin**, Texas. The economy sucked. The goal was to create a new kind of architectural practice. Not just new **forms** and designs, but new approaches, emphases, ways of collaborating. So we moved from Jean-Pierre's kitchen table to our first space downtown. It was an anxious time in the city's life but we were determined to be in the thick of it. Aaron wired the **office** himself. A twelve foot table was carried through the basement, sorry, "Plaza Level" storefront at 823 Congress. We did an awesome open office very economically (well no one was lending money back then, so we used our credit cards) and people were impressed by our ability to bring great design on any budget. We washed dishes in the janitor's closet and took on every project we could find. One started out as a garage renovation — it became a bigger **project** ... things got rolling. And then, we got our first big break. "Just don't f\*\*k up," was our client's advice. We have heeded it ever since. From there, things really got moving. **Ten years** on, Runa Workshop is an established **architecture** firm that has left an imprint on Austin. We've designed office buildings, coffee shops, entertainment facilities, sports complexes, commercial spaces, beach houses, and apartments. Perhaps you've seen these structures and spaces and thought, "who designed this?" Well, we're glad you asked. We are Runa Workshop. As individuals, we are makers, parents, artists, foodies and soccer enthusiasts. We're outdoorsy. We're good listeners. And we're passionate — about all things **design**. When we come together as a practice, we are sharp and energetic with a common desire to live and work **creatively**. We continue to bring this desire into all aspects of every project. Beginning in the summer of 2009, when the economy was in turmoil and the tallest building downtown was the Austonian, we decided to create a different kind of firm based around collaboration. Rather than name it "Vollmer and Trou," we wanted something that represented our approach. That's where the name, Runa Workshop, came into being. "Runa" is a Quechua word — the native language of the Incas — meaning "people." A workshop is a place honed for creativity, rigor and mastery, where ideas and solutions rise up between colleagues, and where crafts are developed. **Runa Workshop** means "people exchanging ideas." We value owner-centric design, an enthusiasm for innovation, technical mastery, and a spirit of collaboration. By doing so we provide our clients with lasting, **innovative** projects. Embedded in our firm's DNA is a belief that every client and community deserves good design, regardless of their budget. But, what does this actually mean? First, it goes beyond good design. We pride ourselves on creating a working environment that emphasizes wellness over busyness, honesty over hierarchy, ideas over trends. This is one of the ways we attract and retain talent. We've intentionally remained compact in order to provide a more thoughtful, **nimble** and client-focused process. We've proudly debunked the notion that you have to be a large firm to do big work. This year we've expanded into three new markets, breaking ground on projects in New York, Washington and Arizona. We plan to add a few more by the end of the year. Second, it means seeing our projects as **collaborations** more than the mere provision of services. We work closely with our clients to support their business through design, to improve community relations and to create thoughtful sustainable environments. Our approach begins by listening. From there we distill the concepts and goals to which we hold ourselves accountable through the project life. **Listen**. Conceive. Design. Sustain. We apply this approach to all aspects of a project. Third, it means questioning everything. There is always a better way. In addition to clients and **community** partners, we value the input of construction workers, consultants, masons and all others involved in the process. Learning on the job site, seeing the craftsmanship and techniques used by workers and artists. They all have something valuable to add, something that will enrich our knowledge and improve our craft. We want to continue listening, respectfully questioning and growing. So what should you take away from this? Well, first up if you've gotten this far ... lunch is on us. Seriously. It's evident that you value the things we value too. Let's work **together**. We see so much potential in this city and we know we can build more **thoughtful**, intentional, and unique spaces that seamlessly connect people, nature and the built environment. To finish, **thanks** to everyone who has helped us achieve our tenth anniversary. To our families, friends, mentors and of course, to our clients and partners in the community. Over the past decade, we've had the privilege to work with a plethora of people, creating a diverse body of work. Every collaboration has mattered, contributing to the **success** we see today. Thank you. Onward.

**Aaron Vollmer and Jean Pierre Trou.** P.S. Here's an overview of what's passed through the workshop. The Media Panel Office, Hutto C-Store, Morris House Remodel, Collingfield Assisted Living Facility, Swedish Auto Service, Toreador House, Caffé Medici Austonian, Riverwalk Condominium Renovation, Saeed Residence, Torre Armendariz, AMOA Exhibition Massing 4 The Masses, 823 Congress Suite P2 Office, YMCA of Austin East Communities Renovation, Calaw Cove Cabana, Piraeus **Tower**, Friends of Boerne Public Library, Media Science Theatre, Westrock Centre Renovation, Toreador Residence, Toro Canyon Theatre, SJN Catholic Church Interiors, SJN Catholic Church Chapel, Barton Ridge Renovations, The CUBE, Rogue Running Cedar Park, DAA Congress Lights, Colegio Alpamayo Complejo Deportivo, Mars Lima Office, Covered Bridge **Retail**, Covered Bridge Village PUD, The Austin Aquatic Center, Social Security Administration Interiors, Oficinas Laub and Quijandria, Vlaar Residence, Wright Residence, Hill Country Indoor, Braker **Office** Building, Lake Travis Youth Association Master Plan, Hays Community YMCA Addition, Snap Kitchen Mobile, 801 Barton Springs, Myrtha Pools, Clawson Multi Family, Barton Springs Walk-Wave, STEM Lamar Pedestrian Tunnel, Crystalis Bus Stop, Cube Art Portal, Dripping Springs YMCA Renovation, **Art** Tower, SportsMed Office, Taylor Residence, Northwest YMCA Remodel, Caffé Medici Guadalupe, Auditorium Shores Parking, The Speed Shop - 410 Pressler, Caffé Medici South Lamar Union, Southwest YMCA **Graphics**, Southwest YMCA Annex, Champions Westlake, Town Lake YMCA Master Plan, Austin Visitors Center, Hilton Garden Inn Austin **Texas**, SPI at Speed Shop, East Communities Master Plan, NITRO Swim Center, Balance Dance Studio, Market at Slaughter Lane Renovation, Rocky Creek Community Pool Facility, McCarty Office Building Interiors, Time 2 Dance, McCarty Office Building, Pure Austin West Fifth, Austin Convention and Visitors Bureau - Visit Austin Office, The Escape Game, 1501 West Avenue Office, W2 Medical Office Building, Epoch Coffee Far West, Fine Eyewear Downtown, Colinas Crossing Retail, Medici Roasting Facility, Junction Athletic Complex, ViaSat Park Tower, Lake Creek Office Interiors, Epoch Coffee North Loop, Wheatsville Co-Op, Cross Creek Market, AppSumo Office **Interiors**, Baker Triangle Corporate Office, MySalon Brodie Lane, Loop Running Supply, Rogue Running Cedar Park, Epoch Coffee Park Tower, Travis Building Renovations, My Salon Brodie Lane, MySalon Hill Country Galleria, Covered Bridge Office Interiors, Cleanscapes Corporate Office, Eightfold **Master Plan**, Eightfold Market, Eightfold Building C, Eightfold Building F, Eightfold Building V, Eightfold Building B, Las Piñatas - Life, Culture, Diversity, Chicago High Rise Competition, Parthenon Office, Echelon Office Garage, SXSW Furniture, Presidio North Retail, Greater Austin Allergy, Las Piñatas MuroLove, Four Points Medical Office Interiors, Austin's Park N Pizza Addition, Indigo Play Facility, SXSW Pink Avocado Café, SXSW SouthBites Coffee, Lavaca Hotel, Highland Tech Center, Restore Hyper Wellness Master Design Standards, Restore Scottsdale, National Guard Association of Texas, Restore Lubbock, Restore Third Avenue NYC, Restore Seattle Kirkland **Urban**, Shops at Ledge Stone, BCG Office Interiors, Parthenon, Bespoke Interiors, 218 South Lamar Office Building. [runaworkshop.com](http://runaworkshop.com).

TEN  
YEARS  
WITH





# Insperity proudly serving our Austin community for 30 years

## What is the primary mission of your company?

Insperity's mission is to help businesses succeed so communities prosper. Every business needs a robust community to attract, retain and sustain good employees and their families. A greater number of healthy and successful businesses within a geographic area will help result in a stronger community. The health and wealth of a business and its surrounding community are woven together. Insperity supports numerous local and national charities, because we believe our ultimate success shines in the communities we serve. Over the decades, we've seen many businesses fail and many succeed. The successful ones all had one thing in common: a solid people strategy. It takes people who are engaged and motivated to get the job done right day after day. That requires HR mastery. That's why we went into business. Using our expertise, we give you a proven people strategy. Our extensive HR infrastructure, time-saving technology and time-tested strategies help you attract and keep your best people – the people who will propel your business forward faster.

## What sets your business apart from your competitors?

The depth and breadth of Insperity's products and services, along with a high level of care, are Insperity's differentiating factors in the marketplace. Insperity combines first-class service with a robust technology platform so you can focus on what's important for your business. We're obsessed with delivering HR mastery. We love helping clients strengthen and streamline their businesses. Our proven approach helps you better manage costs and minimize risk. You'll get the ready-to-use HR infrastructure that your business needs to be more efficient and profitable. To bring out the best in your people, we'll also show you how to maximize their performance and job satisfaction. That's our inspiration and purpose. When you have the support of a trusted team, you can pursue your goals with confidence. With offices from coast to coast, we have Business Performance Advisors and HR specialist in your area. Our teams live and work near you, so they're familiar with the businesses challenges that are unique to you.

## What if anything, has changed since your business was founded?

2011, Insperity evolved from being a Professional Employer Organization to a comprehensive business solutions provider. In addition to its premier Workforce Optimization® solution, it began offering business performance solutions such as Traditional Payroll and Human Capital Management, Time and Attendance, Performance Management, Organizational Planning, Recruiting Services, Employment Screening, Expense Management, Retirement Services and Insurance Services, enabling companies to take advantage of the specific solutions that meet their current needs.

## Describe the defining moment you knew your business would be successful.

Insperity's chairman, CEO and co-founder knew from the beginning that he would create a culture by design, one in which people thrive, leading to greater recruitment, retention, employee engagement and success. When you take care of your people and get it right everything else falls into place. Since 1986, Insperity has been showing

## INSPERITY

9600 N. Mopac Expressway  
Suite 200, Austin, TX 78759

www.insperity.com  
(512) 380-1884



companies how to harness the power of HR to improve business success. We've grown from two people sharing a one room office to a \$3.3 billion company with more than 60 offices across the U.S. Today, we're one of the country's most comprehensive HR services provider – and we're still innovating. It's more than what we do. It's a calling.

We're proud of our Texas roots and honored to serve our local clients.

So, thank you for letting us be the HR game-changer in Austin.

Let's see what the next 30 years brings!

Full-service HR

Employee benefits

HR technology



insperity.com | 512.380.1884



## Here's to you, Austin!

Insperity is celebrating 30 great years of helping local businesses succeed.



# MagRabbit: Custom Software Development Solutions

MagRabbit, Inc. is an award-winning certified National Minority Business Enterprise (MBE) founded in 1990 by Tommy Hodinh and headquartered in Austin, Texas. MagRabbit's two groups, Global Software Services and Global Supply Chain Management employ over 250 people world-wide and provide services to over 300 clients which include many of America's top "Fortune 1000" corporations. MagRabbit has offices in Austin, Dallas, and San Antonio Texas, as well in Hue and DaNang City, Vietnam. Their end-to-end software and global supply chain solutions offer companies the opportunity to offload the heavy lifting of turning an idea into a successful finished product.

## Austin Welcomes a Young Immigrant and His Pursuit of the American Dream

Chairman and CEO, Tommy Hodinh arrived in the United States in 1972 during the Vietnam war as an immigrant with a strong desire to pursue the American dream. After working his way through college, Hodinh became an American citizen and embarked on a successful career at IBM. After 15 years at one of the top tech companies in the world, Hodinh left to pursue his own entrepreneurial enterprises as founder of MagRabbit Inc.

With the launch of the company at the beginning of the 90's tech boom, their core business model was replication of magnetic (floppy) discs, which is what inspired the company name. Mag from "magnetic discs" and Rabbit from how fast they reproduce became "MagRabbit" with the company slogan "More than a hare better and much faster than our competitors".

Today, MagRabbit is a global company and Minority Business Enterprise (MBE) with partnerships that facilitate business alignment, top-notch customer experiences and scalability to create new business opportunities for their customers. The company now includes the divisions of MagRabbit Global Software Services, LLC, MagRabbit Dedicated Fleet, LLC and MagRabbit AIW, LLC and MagRabbit Managed Services, LLC.

## MagRabbit Partnerships Build World-Class Teams in Austin's Silicon Hills

MagRabbit is an award-winning company and the majority owner in several joint ventures certified as Minority Business Enterprises (MBE). MagRabbit's customer-focused philosophy has allowed them to easily adapt their business model to the changing needs of their clients, providing products and services on a global scale. True to their



slogan "More than a hare better and much faster than our competitors", MagRabbit was soon providing fulfillment, transportation, and logistics management for their magnetic disc replication clients. By 1998, the company was offering comprehensive supply chain management solutions. In 2005, MagRabbit expanded its services by offering global IT consulting and in 2006, launched global software development services to provide affordable offshore software development for their customers. In 2017, launched Global Managed Services LLC to provide Business Process Outsource (BPO) for the US and all Asian Countries.

MagRabbit's divisions and subsidiaries include MagRabbit Vietnam, MagRabbit Global Software Services, MagRabbit AIW, and MagRabbit Dedicated Fleet, all ran from their corporate headquarters in Austin, Texas.

## A Leader in Global Software Services Deep in the Heart of Texas

The global MagRabbit software development team provides consulting, design, build and launch of business and digital products for clients across many industries and sectors, for world-class managed services.

MagRabbit specializes in providing enterprise software consulting and development services to Texas born and bred Fortune 500 companies such as H-E-B Grocery Stores and Dell Inc, as well as iconic institutions such as the University of Texas.

With over 25 years of experience working with publicly traded companies, MagRabbit's processes, methodologies, and software development cycles are proven, tested, and well-documented, and suitable for any industry, including grocery stores, retail and restaurants, high tech manufacturing, and automotive industries.

With the scalability as the primary goal, MagRabbit delivers a sizeable value proposition to clients with an 80/20 model of offshore and nearshore resources. With their corporate headquarters based in Austin, TX, MagRabbit mitigates the risk and uncertainty of remote development by providing business analysis and project management control at the client site, while synchronizing the objectives with our development teams located in state-of-the-art technology centers in Vietnam.

## 29 Years of Supply Chain Management

MagRabbit's commitment to evolving with their client's needs led them to begin offering turnkey supply chain management services over 20 years ago. MagRabbit's two decades of experience solving their client's global supply chain problems has created a highly specialized logistics team. This know-how and can-do spirit benefits their clients today by making it easy to quickly customize solutions that offer the best quality for the lowest possible cost.

As a leading 3PL and 4PL provider, MagRabbit has an effective and economical approach to identify cost reduction programs that optimize their client's supply chain. Their Logistics and Product Procurement groups in their Global Supply Chain Management team provides turnkey solutions with strategic insight and management over an enterprise's entire supply chain.

## Accolades

MagRabbit has aligned with global strategic partners to provide procurement of raw materials, finished goods, and general supplies. MagRabbit's logistic services are world-class, providing end-to-end transportation, warehousing, and distribution of their clients products.

Today, MagRabbit is a corporate and community leader, receiving 18 awards to date, from clients such as H.E.B. and

Dell, Inc, as well as numerous accolades recognizing their commitment to offering clients superior service as a minority-owned business.

## About MagRabbit

### What is the primary mission of your company?

MagRabbit's mission is to provide defect-free, full-service software development and managed business services on a global scale. MagRabbit's team works efficiently to customize quality solutions for the lowest possible cost in a timely manner.

### What sets your business apart from competitors?

MagRabbit is a leader in global software services that offers a local approach with headquarters in Austin and offices in Dallas and San Antonio. With 29 years of experience in global innovation and cost structure, our highly specialized team has the flexibility to offer customized solutions for our clients on a global scale.

### What is your strategy?

MagRabbit is constantly re-engineering our business services strategy and adapting our business model to the changing needs of our clients on a global scale. This customer-focused philosophy has allowed MagRabbit to survive over two decades, celebrating our 29th anniversary this year.

### Describe the defining moment you knew your business would be successful?

MagRabbit's customer service and work ethic has secured several long-term, fortune 500 clients such as Dell, AT&T, HEB Grocery Stores and the University of Texas. We've developed successful, long lasting relationships through word-class innovation, hard work and tenacity.

### What are your plans for the future?

MagRabbit's goal is to be recognized as the top global custom software and business consultation company in Austin so we can celebrate our 50th anniversary in years to come.

## MAGRABBIT

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## Raising The Bar For The Insurance Experience

### What is the primary mission of your company?

Watkins Insurance Group is a full-service, locally owned insurance agency founded in Austin in 1949. Our mission statement, "We're here to help.", drives all our interactions, be it with our clients, our industry, or the communities in which we live and serve. Along with our core values of Continuous Improvement, Relationships, Excellence, Service First, and Teamwork, this is the foundation on which we build.

### What sets your business apart from your competitors?

At the heart of Watkins Insurance Group are employees who embrace the mission of being servant leaders. The act of service is a part of our DNA. We are not relying on an impersonal large agency model to define our success. Since 1949, Watkins Insurance Group has been caring for our clients' needs by putting their interests first. As an independent insurance agency, we can serve our clients better by offering a wide range of products, services, and expertise with no bias toward one carrier or one product. Instead, we analyze insurance

needs and develop a risk management plan that includes insurance as well as a variety of risk management techniques to help mitigate the risks and protect assets. Watkins Insurance Group proudly merges dedicated personal attention, earned expertise, and all the convenience of technology to provide our clients with the protection they need in every area of their lives. Watkins Insurance Group provides tailored insurance, employee benefit, bond, and wealth management solutions for business and personal risks of all sizes. With Watkins Insurance Group, you'll get more than just an insurance agent. You'll receive valuable advice and access to products and solutions from a skilled and trusted advisor.

### What if anything, has changed since your business was founded?

The communities of Central Texas are constantly evolving and shifting. The insurance industry has become an emerging epicenter for technological innovation. Watkins Insurance Group has embraced all these changes and, in most cases, been at the forefront. We have grown from a 3-person agency to

an insurance leader with 125 insurance professionals in four offices. We have expanded our relationships with the insurance carrier partners to help provide the strongest insurance options for clients. We give back to our local communities by serving in our schools and on charitable boards, supporting the arts, and extending our hands to lift others up. We embrace technological breakthroughs and pivots so that we may provide insurance guidance in the manner and at the speed our customers prefer.

### Describe the defining moment you knew your business would be successful?

We have strategically planned for our growth and we have worked hard to reach our goals. There is no one defining moment. We have been fortunate enough to hire staff who share the same values, have common goals, and we are united in our efforts to aid our clients, our community, and our industry.

### WATKINS INSURANCE GROUP

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### What are your plans for the future?

Watkins Insurance Group remains committed to beginning each day with a goal to improve at least 1%. We continue to build value-added services focused on benefiting our clients. We remain persistent in our focus to strengthen our ties to the community. We will pursue and develop insurance professionals who will provide unparalleled service to our clients and bring forth change in our industry. Our goal is to push the envelope by enhancing our model with a strong focus on helping those we serve.

# We're here to help.



Business Insurance • Personal Insurance  
Employee Benefits  
Bonds • Wealth Management



## WATKINS INSURANCE GROUP

Serving Austin since 1949

www.WatkinsInsuranceGroup.com