

PROFESSIONALS ARE... *INTELLIGENTLY BOLD.*

Available work

Doug Pace, COO of New Century competitor Bayshore Solutions of Tampa, Fla., says most custom software development firms are growing quickly just by virtue of the available work.

"Everybody's familiar with the technology crash and the dot-com bombs," Pace said. "Over the last three years, the market's corrected itself. In fact, it's started to snowball. We've grown at 100% growth rates over the past two years."

Bayshore is preparing to open a Dallas office in the first quarter of 2007.

New Century's new internal system not only allowed it to better manage its increased business, it has helped employees to manage their time better. It also has allowed the executives to pursue an outside project for which they hope soon to obtain a patent.

"We're proud of that," McGreal said. "In order to get it done, we've had to hold ourselves accountable and be clear about what we expected."

In the future, the execs plan to make the new technology, which they declined to discuss, integral to the services their firm offers.

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TWO MINUTES WITH Jennifer Huval and Casie Caldwell Greenz

Jennifer Huval and Casie Caldwell are the president and CEO, respectively, of the innovative salads-only restaurant, Greenz. They opened the Uptown restaurant in 2003 with a mission to change the general perception of salads by creating a robust menu that satisfies any appetite. Driven in part by the trend toward healthier lifestyles and healthier eating, the former marketing and communications executives were able to open a second location in Addison in 2005. Huval and Caldwell were interviewed by Staff Writer Shashana Pearson-Hormillosa.

Q. Why choose such a focused concept for your restaurant?

CALDWELL: We found a niche that is obviously very popular. The trend toward healthy, fresh food is here to stay.

HUVAL: There are trends in specialty shops and the same trends are in food. We think the trends will only continue to be in our favor.

Q. Why has being best friends helped your business?

CALDWELL: Jen is gifted and passionate about things that I'm not and vice versa, so we don't step on each other's toes that way.

HUVAL: It was pretty obvious when we started writing our business plan what we gravitated toward.

Q. How have your backgrounds in research and marketing made your restaurant successful?

HUVAL: It really showed up in our business plan because that's how we got taken seriously. It became a business before it became a restaurant.

CALDWELL: That's really been the key to our success — we approach this restaurant like we would any other business.

Q. How did the recent E.coli outbreak affect your revenue?

CALDWELL: People were very concerned about the return of spinach. There was immediate demand when the FDA re-approved spinach.

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HUVAL

CALDWELL