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Cable envy: hard wired woman taking male dominated industry by storm

Women's intuition proves fruitful as CableOrganizer.com CEO Valerie Holstein, the reigning queen of equipment, cable and wire management solutions, kicks butt and takes names as her four-year-old garage startup forecasts 2006 sales revenue of \$8 Million.

Home, pregnant and frustrated by the

endless amount of unsightly, unruly and unsafe office equipment and the cabling and wiring related thereto, Valerie Holstein was not one to just sit around and suffer the problem. Instead, with the "intuition" that others in the marketplace shared her and her husband's frustration and with a strong desire to start a home

based business that would allow her to earn an income while caring for her newborn, out of her garage and with just \$30 CableOrganizer.com was born. The result? After just four years post-launch, Holstein's "other" baby is tracking to log sales revenue of \$8 million, which is a full 28% over the \$5.7 million realized the year prior.

Although not named in Internet Retailer's 2006 'Top 500 Guide,' we certainly qualify for such a distinction," said Holstein. "Had they listed us, we would have registered in position number 463 based on the qualifying criterion - impressive, by all accounts, for an operation that started out of my garage just four years ago. Also somewhat unexpected given ours is a woman-owned business, which is quite an anomaly within our male-dominated, technology-driven industry."

What's in a name? A mere \$30 and insightful branding, as this initial investment allowed Holstein to register the intuitive CableOrganizer.com web site

address. And, ever-resourceful, Valerie then took full advantage of the many online business resources at her disposal, such as free web hosting and a revenue sharing system with PayPal in "exchange" for her online shopping cart system. Holstein's frugality has also been a boon for a company's bottom line, as all office equipment and furniture is paid for, the company carries no debt, and all of her invoices are discounted as she pays within the net 10 window.

A women's touch has proved fruitful. Holstein continues, "While we offer somewhat commodity products, we have chosen to differentiate ourselves and add intrinsic value by offering nothing short of customer service excellence. This mandate, combined with our goal to remain the most comprehensive 'one-stop-shop' on the planet for quality solutions that help our customers 'do business better,' has clearly resonated with consumers and, I believe, is the unique combination of factors largely propelling our success."