



Baas



Brown



Carson



Cassling



Collins



Compton



Davidson



DeBuse



Downs



Frye



Gilinsky



Gordman



Healy



Hoig



Kleen

Midlands Business Journal

November 22, 2002

40

Honoring 40 Omaha entrepreneurs,
business owners, managers and
professional men and women
under 40 years of age.

UNDER

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A supplement to the
Midlands Business Journal
prepared by the staff

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McNeil



Nelson



Reinhardt



Richardson



Rodgers



Ryan



Simon



Smith



Solberg



Thomas



Wellendorf



Whitten



Wignall



Wilson

Christopher Baas, 27

Baas and Associates

Christopher Baas' knowledge of accounting and interest in information technology have enabled him to lead projects as accounting and tax manager and IT consultant at Baas and Associates.

Among the certifications that Baas, 27, holds are certified public accountant, certified IT professional, QuickBooks ProAdvisor and Oracle small business consultant.

Baas has developed a service program for Baas and Associates to provide the accounting department functions for a small to medium sized business client. In order to accomplish that, coordination with accounting software companies, the client's bank and the client's accounting and administrative officers was necessary to implement the outsourced accounting function.

Baas' knowledge of accounting and information technology has kept the company, which he has been with for five years, on the forefront of electronic business opportunities to provide the best accounting options for clients.

Baas has led Baas and Associates in client software selection, conversion and training. He also assisted in the organization and administration of the company's Web site and has initiated the preparation of the firm's promotional literature.

Baas is married to Ami.

Nominated by: Ann Kelleher



Randy Brown, 36

Randy Brown Architects

Architect Randy Brown has won several awards for his work, including the 2002 national honor award from the American Institute of Architects for his work on an Omaha production plant.

Brown, the principal and project manager at Randy Brown Architects, was also honored this year with the position of Hyde Chair in the College of Architecture at the University of Nebraska-Lincoln. He has taught there since 1993 and has lectured at other universities, including Tulane, Kansas State and Illinois at Chicago.

His firm challenges the traditional architecture and conventions, and it aims to incorporate innovative, community oriented sustainable design techniques into the typical Midwestern landscape.

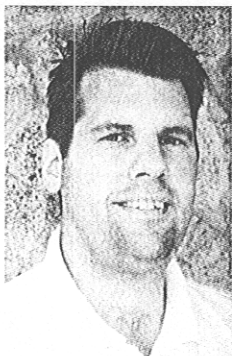
Among Brown's awards are a Business Week/Architectural Records award for his work on the Greater Omaha Packing Co., as well as 10 AIA central states honor awards and 13 AIA Nebraska honor awards.

Brown graduated from Kansas State University with a bachelor's degree in interior architecture. He also earned a master's degree in architecture from the University of California at Los Angeles.

In 1998 Brown created a design-build summer internship program that draws students from the Midwest. He also founded the AIA Nebraska Young Architects competition.

Brown is married to Kim. They have two sons, Remy, 4, and Preston, 1.

Nominated by: Scott Brown



Ronald L. Carson, 38

Carson Wealth Management

In 1983 Ronald L. Carson founded what has become the Carson Wealth Management Group. Today he invests more than \$1 billion in clients' funds.

Carson also is a registered principal with Linsco Private Ledger and is a certified financial planner, a certified fund specialist and a chartered financial consultant.

For the past 12 years Carson has been the top-rated representative with Linsco Private Ledger.

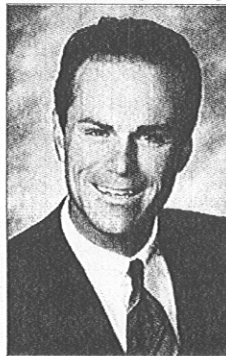
Since 1996 Carson has been named one of the 200 best financial advisers annually by Worth Magazine. He has been a guest on CNBC's "Power Lunch," and has been featured in the Wall Street Journal. In 1999, Carson was named one of the nation's top financial advisors by J.K. Lasser.

Carson is a member of the Young Presidents Organization and is the founder and past president of the Heartland Chapter of the IAFP. He was a speaker at the IAFP's national conventions in 1994, '95, '97 and '98.

He is a past president and is on the board of directors of the Child Saving Institute and the American Charitable Foundation.

Carson graduated from the University of Nebraska-Lincoln. He and his wife, Jeanie, have three children: Chelsie, 13, Madison, 10, and Grant, 6.

Nominated by Ronda Bromm



Mike Cassling, 38

Cassling Diagnostic Imaging

Mike Cassling is president of Cassling Diagnostic Imaging, one of the largest independent distributors of diagnostic imaging equipment in the United States.

Founded by Bob Cassling, Mike's father, in 1984, the firm partnered with Siemens Medical Solutions in June 2001 and has since tripled Siemens' sales totals in the Midwest region, growing from \$20 million in fiscal 2001 to \$65 million at the end of fiscal 2002.

Mike Cassling, who has been in the business for 18 years, said sales could reach \$100 million in the coming year.

CDI, which employs 150, operates in Nebraska, Iowa, South Dakota, Kansas and west central Illinois.

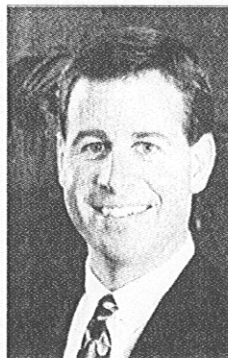
The company expects to double its staff in the next year while working with health care organizations such as Alegent Health and Nebraska Health System to bring the latest in filmless imaging to doctors and patients.

Cassling attended the University of Nebraska-Lincoln and studied accounting and marketing. He later received a graduate degree from Syracuse University.

Cassling is a member of the Young Presidents organization, and he also serves on the Rohwer Elementary PTA and the St. Thomas Lutheran Church stewardship committee.

He and his wife, Amy, have two daughters, Megan and Kaila.

Nominated by: Steve Chambers



Felicia Collins, 33

Felicia Collins Public Relations

Felicia Collins Public Relations was launched just last March, but in that short time the four-person firm has developed a strong local and national client base.

Having worked in Chicago with large PR firms, Collins landed accounts there and in California before she ever got her first Omaha customer.

Since then FCPR has signed local clients such as First National Merchant Processing, Catholic Charities, Solutionary, Oriental Trading, Paul Davis Restoration and Borsheim's.

Collins first set up shop in Omaha three years ago as a partner in Smith and Collins. Desiring an opportunity to run her own business, Collins formed FCPR. She initially hired two employees and has grown to a staff of three full-time people and a cast of freelancers.

Located at 14th and Harney streets, FCPR offers project-based work while stressing the importance of long-term strategies.

"When I moved back to Omaha I saw a real need for public relations that worked on a national scale," Collins said. "Companies need someone who understands local public relations and can logistically deal with the media on a national level."

Collins, an Omaha native, has a four-year-old son named William.

Nominated by: Frankie Kasin



Michael Compton, 35

Executive Vice President Renze Display

After joining Renze Display in 1992, Michael Compton was named executive vice president in 1995 at the age of 27.

Compton, who has worked in advertising for 16 years, is in charge of sales and marketing, with a staff of 13. He also is responsible for revenue and management of Renze's trade show division.

Compton is a member of the Omaha Federation of Advertising, the American Marketing Association and the American Institute of Architects.

Compton, who attended the University of Nebraska at Omaha, was named in 1997 the small business marketer of the year, Nebraska division, by the American Marketing Association.

Revenue at the Omaha-based Renze Display, which for more than 100 years has been a provider of exhibits and displays, has doubled since Compton assumed executive vice president duties.

Compton recently landed the largest exhibit project in the company's history.

The 35-year-old created additional revenue streams by marketing and organizing the environmental graphics division at Renze, which also has offices in Kansas City and Springfield, Mo.

Compton is married to Toni. They have two daughters, Keara, 4, and Annie, 1.

Nominated by: Doug Buchanan



Midlands Business Journal

40 Under 40

2002 Award Winner

Christopher Baas

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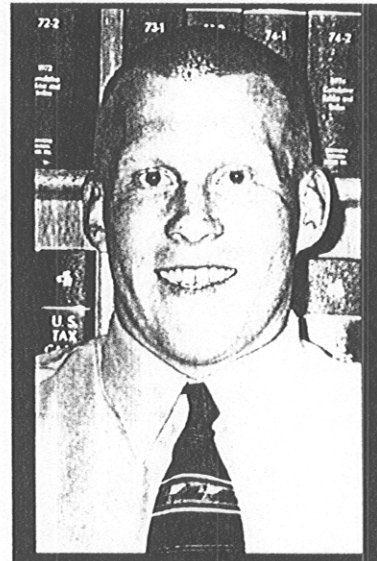
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Baas & Associates



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Wishes to congratulate the winners!

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Jeff Gordman
Jamie Gutierrez Vela
Stephanie Healy
Scott C. Heider
Andrea Hoig
Sven Jasinski

Matthew B. McFadden
Brian McGrath
Thomas J. McNeil
John Nelson
Dan Reinhardt
Todd Richardson

UNDER

Christopher Baas
Randy Brown
Ron Carson Jr.
Mike Cassling
Felicia Collins
Michael Compton
Phil D. Davidson
Timothy J. DeBuse
Ryan Downs
Debra Frye
David Gilinsky
Bennett Ginsberg

Kelly Kleen
Gregory C. Kneifl
Daniel F. Koraleski
Trenton B. Magid
Michael Mancuso
Sam Mandolfo

Sharlon Y. Rodgers
Shelli Ryan
Todd D. Simon
Luke B. Smith
Patty M. Solberg
Leon Thomas

Robert B. Wellendorf II
Gordon Whitten
Douglas S. Wignall
Steven T. Wilson

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Thank You to our Judges!

Lori Prochaska
Martha Hoig
Cindy Hoig

Tim McNeil
Bob Mancuso
Bob Bernier

Deborah Bass
Robert Hoig
Mike Hogan

Thank You to our Co-Sponsors!

