

Building Businesses



Ben Solomon... Sound City DJ's

"I CAME UP WITH THE NAME WHEN I WAS ONLY EIGHT. IT WASN'T UNTIL I TURNED THIRTEEN THAT I ACTUALLY STARTED THE COMPANY. STARTING OUT SMALL, I DID MUSIC FOR SMALL BIRTHDAY PARTIES. SLOWLY, AS I WAS ABLE TO ACQUIRE MORE EQUIPMENT AND EXPERIENCE, MY BUSINESS GREW. I GRADUATED TO EVERYTHING FROM BLOCK PARTIES AND TEEN SOCIALS TO ENGAGEMENT PARTIES AND SWEET SIXTEENS. I CAN ALSO BE FREQUENTLY SEEN AT COMMUNIONS, BAR AND BAT MITZVAHS, FUNDRAISERS, CARNIVALS, AND EVEN PICNICS; PLUS, ANY TYPE OF PARTIES IMAGINABLE, SUCH AS BIRTHDAYS, GRADUATIONS, HOLIDAY PARTIES, AND OTHER SOCIAL EVENTS. NOW I EVEN SPECIALIZE IN AND OFFER PROFESSIONAL RECORDING, AUDIO AND LIGHTING SET-UPS, EDITING, AND CUSTOM CD'S. I PLAN TO CONTINUE DJING AS A HOBBY THROUGHOUT COLLEGE. WHEN I WAS EIGHT, I NEVER WOULD HAVE DREAMED THAT JUST A NAME COULD GO SO FAR AS TO TURN INTO WHAT IT IS NOW."

Kris Piccola... Piccola's Landscaping

"I STARTED THREE YEARS AGO WITH MY BROTHERS. WE WENT DOOR TO DOOR WITH OUR ONE LAWNMOWER IN THE SUMMER, RAKED LEAVES IN THE FALL, AND SHOVELED DRIVEWAYS IN THE WINTER. WITHOUT ANY HELP FROM MY PARENTS, I STARTED TO BUY MORE EQUIPMENT. AFTER TRAVELING BY FOOT TO GET TO MY CUSTOMERS, I GOT A 17-FOOT RUSTED BOAT TRAILER AND TURNED IT INTO A RUSTY LANDSCAPING TRAILER; BUT WITHOUT A LICENSE, MY MOTHER, GOD BLESS HER, DROVE FOR ME. WELL, I BOUGHT MORE EQUIPMENT AND EXPANDED TO 15 CUSTOMERS WHEN I WAS ABOUT 16 YEARS OLD. BY THE END OF THAT YEAR I HAD 25 CUSTOMERS THROUGHOUT FANWOOD AND THREE PEOPLE WORKING FOR ME. BY FEBRUARY OF 2003 I HAD MADE ENOUGH MONEY TO PURCHASE AN \$11,000 TRUCK, OVER \$7,000 WORTH OF NEW EQUIPMENT, AND A TRAILER- QUITE AN ACCOMPLISHMENT. MY BUSINESS IS MOSTLY FAMILY OWNED AND OPERATED WITH THE EXCEPTION OF FOUR PEOPLE FROM THE HIGH SCHOOL WHO WORK FOR ME. I NOW HAVE 35 CUSTOMERS THROUGHOUT FANWOOD, SCOTCH PLAINS, AND WESTFIELD. IN THE WINTER I WORK DURING STRANGE HOURS OF THE NIGHT AND DAY, USUALLY WAKING UP AT 1 AM. I WILL WORK FOR HOURS WHEN MOST PEOPLE ARE SLEEPING OR IN SCHOOL OR WORK. AFTER HIGH SCHOOL, I PLAN TO DOUBLE MY BUSINESS AND BUY ANOTHER TRUCK. I AM PLANNING TO GO TO COLLEGE TO LEARN LANDSCAPE DESIGN AND MAKE BIG BUCKS!"



Joe Malchow... WJIM Audio Services

"I HAVE SPENT A LOT OF TIME DURING THE PAST FEW YEARS MANAGING MY SMALL BUSINESS. I HAVE ALWAYS BEEN FASCINATED BY THE POWER OF BROADCAST, AND IT IS THAT INTEREST WHICH LED ME TO START WJIM AUDIO SERVICES. I WORK DAILY FROM MY HOME STUDIO ON A FREELANCE BASIS FOR ABOUT A HUNDRED CLIENTS, SITUATED ALL OVER THE WORLD. I RECORD VOICEOVERS AND MIX THEM WITH MUSIC AND SPECIAL EFFECTS TO CREATE THE ADVERTISEMENTS AND OTHER BITS OF AUDIO PRODUCTION THAT ARE HEARD ON RADIO, TELEVISION, THE INTERNET, IN THEATERS AND MANY OTHER VENUES. I ALSO HAVE A MOBILE RECORDING RIG WHICH I PLAN TO USE IN COLLEGE TO CONTINUE MY WORK."



Nathan Parker... RocketWare

I STARTED ROCKETWARE IN 1999 IN COMBINATION WITH JOE MALCHOW. AFTER A WHILE, WE SPLIT, AND I SPECIALIZED IN WEB DESIGN, WITH SOME PALM SOFTWARE APPLICATION DEVELOPMENT. I HAVE RECEIVED HUNDREDS OF ORDERS AROUND THE WORLD, FROM AUSTRALIA TO SAUDI ARABIA TO CALIFORNIA. MY WEB DESIGN CLIENTS INCLUDE AN INSURANCE FIRM, AN ENERGY COMPANY, AN INTERIOR DECORATOR, PARKER INTERIOR PLANTSCAPE, AND MANY MORE. AS I GOT INVOLVED IN MORE ACTIVITIES WITH SCHOOL, I BECAME LESS INVOLVED WITH ROCKETWARE, HOWEVER I HAVE SINCE THEN RELEASED A FEW PROGRAMS SUCH AS VITALS, A PROGRAM TO HELP KEEP TRACK OF A PATIENT'S VITAL SIGNS (DEVELOPED WHILE IN EMT TRAINING). AFTER ENTERING MY SENIOR YEAR, ROCKETWARE HAS EXPANDED TO COVER SOFTWARE, WEB DESIGN, AND MEDIA CREATIONS FOR PARKER3D, A SUBSIDIARY DESIGN FIRM OF PARKER INTERIOR PLANTS.

