

HEALTH: FIGHTING HAIR LOSS • CYBERSQUATTING: NOT DEAD YET • WHO I ADMIRE

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THE MAGAZINE FOR THE HUNGRY BUSINESS MIND

## GET IT RIGHT

WHAT'S  
HOT  
IN WIRELESS

JOS ANSHELL'S  
BIGGEST  
MISTAKE

4 COMPANIES  
FIND SOLUTIONS  
TO THE IT PUZZLE

RAPID GROWTH FORCED  
IPS-SENDERO'S STEPHEN  
INOCENCIO TO TAKE HIS  
COMPANY TO THE NEXT  
LEVEL

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**JODY SMITH, 30**  
**OWNER**  
**VINTAGE VILLAS**  
**SCOTTSDALE**

SINCE ITS LAUNCH IN MARCH 2002, **VINTAGE VILLAS** HAS GROWN TO OFFER ECLECTIC HOME FURNISHINGS AND ACCESSORIES FROM LOCAL AND NATIONAL ARTISANS.

**I ADMIRE MANY** people for different reasons, but the person I admire most in business is my father, Roy Vallee. When I was in high school, I worked at Avnet, the company my father now runs as CEO. I remember the incredible respect his employees had for him and his vision, but it didn't make sense to me at the time because he was my dad—what did he know?

Now as an adult with a small business, I realize his knowledge base is truly infinite. He affects my company on a daily basis because he, my husband and my mother are, essentially, my board of directors. Anytime I call my dad with a question, I get an answer that is filled with intelligence, years of experience and a genuine belief in the power of people.

For instance, I called one day and asked how to get the most out of my employees. He said, "Clear direction, tools and training and honest feedback."

Why didn't I think of that? On another occa-

sion, I asked for advice on a problem with a customer. He said, "First of all, you can't please everyone. But if you have the conversation without assumption, without being emotional and with an open mind, you're likely to come up with a win-win solution." And I did.

My dad has taught me how important it is to set goals, how to navigate a profit-and-loss sheet and balance sheet, how to excel by being firm but pleasant and how to play to my strengths and delegate the rest.

On top of all the business advice, his most profound statement was made just recently. I was telling him that I tend to downplay the success of the store. In another moment of wisdom, he said, "Do not ever apologize for your success. You have worked extremely hard to get where you are. Be proud of your accomplishments because at the end of it all, you are the only one who looks in the mirror and gets to say, 'I did it.'" **biz**