

Nevada Entrepreneur Awards 2009

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From the EDITOR



Risk takers. Self-starters. Enterprising. Intuitive. Each of those words sums up our third class of honorees for the Nevada Entrepreneur Awards. In 2007, we began this program and discovered some amazing companies and remarkable people.

The same is true again this year. One thing is certain whenever you venture into the planning and production of an entrepreneur awards section — you become aware of some great individuals and companies.

Inside, you'll find this year's group of award winners. Eight companies are honored for their success and entrepreneurship. We accepted nominations, had our writers and editors do some additional research and then a panel made the selections. The companies had to meet a few criteria to be eligible:

- Must have been founded between Jan. 1, 2000, and Dec. 31, 2006

- Founder/original owner must still be actively involved with the company
- 2008 sales must not exceed \$1 billion
- Company cannot be a spinoff or division of a larger company

Dozens of companies received consideration. Some amazing stories came to light, and you can read about the risks that nearly all of these companies had to endure to reap the rewards they see every day now.

A special thank you goes out to our presenting sponsor, SouthwestUSA Bank. Its participation on this publication, as well as the year-round involvement on other sections we produce, is truly appreciated. It's also great to have the support of Green Valley Ranch, which hosted our awards presentation in Ovation.

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Patrick Wisman
Chief Executive Officer
SouthwestUSA Bank



Dear In Business Las Vegas readers,

In 2010, Nevada Public Radio reaches

campus, a proud association with another entrepreneur whose impact is unmistakable to Nevadans.

When you call us during our working day from public media for the communities we serve. We know our entrepreneurial past will be a steadfast guide as we face the adventure of

Falcon Technology

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any successful businesses are the result of individuals recognizing an area of need and then dedicating themselves to serving it well.

Russell Suzuki has done just that. The CEO of Falcon Technology has taken an understanding of converting paper-based medical record arrangements into electronic medical record, or EMR, systems and made it a profitable business.

Starting in 2005 as a home-based business, Falcon Technology has grown to eight employees and a projected \$1 million in revenues in 2009.

"We hope to grow by another 10 or 20 percent in 2010," Suzuki said.

As a member of the Air Force, Suzuki spent time at Nellis in site hospital administration. After transferring to the Los Angeles Air Force Base hospital, Suzuki implemented an EMR system at the site's small medical facility and used that experience to establish Falcon years later. The technology firm now has clients in Nevada, Arizona, Utah and California.

"I always saw there was definitely a need for this in and outside the military," Suzuki said. "We have to reform health care (information technology). So much of the focus is on managing the paper."

Falcon works with a variety of small-to-

medium-sized businesses, offering comprehensive hardware and IT solutions, remote and on-site customer support, phone and surveillance systems, and also member management solutions for nonprofits, chambers of commerce and other groups.

While Falcon serves all industries, Suzuki estimates about 50 to 75 percent of his clients are doctors. With federal stimulus dollars earmarked for helping doctors transition from paper medical records to electronic, Falcon's future focus is clear, particularly in an industry that, Suzuki estimates, is only about 15 percent converted to EMR systems.

Suzuki also has partnered with health care records and management software giant, Allscripts, to form Certified Healthcare Systems. Suzuki sells the Allscripts software and Falcon handles the clients' hardware and other IT needs.

"One business (software) drives the other," Suzuki said.

Suzuki is also actively involved in shaping the future of EMR and health care IT in general. He was named to the Nevada Health Information Technology Task Force, a governor-appointed group that is looking to create a health information exchange network made up of doctors' EMR systems.

By Brian Sodoma

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Russell Suzuki and his wife, Jonelle.