

PLUS ONE

FORTY HAMPTON ROADS UNDER RISING STARS FORTY



MICHAEL ADOLPHI, 39
Picus Communications
Virginia Beach

AT 39, MIKE ADOLPHI IS president of Picus Communications' first North American office. Last November, Adolphi, along with several investors, got Picus off the ground in North America. In the few months the telecommunication company has been in business, its revenue has grown 11-fold, said Adolphi.

"It's been a lot of work and a lot of fun. But we have a long way to go and a lot of work ahead of us," said Adolphi. Plans call for the company to continue its rapid growth across Virginia, with eventual plans to expand into several Eastern European countries. "I think the key to my success is in creating a winning environment," Adolphi said. "Like in any

company, people make all the difference. It's vital for everyone to keep their focus and head in the same direction."

In 1995, Adolphi cashed in on the business world's growing use of the Internet to do business when he opened FTRiDE. The Norfolk-based electronic commerce company specializes in commercial transactions for the restaurant and automotive industries. The first business Adolphi helped start was Prosoft, a software firm that he and a college friend, Paul Wong, started from a kitchen table in 1984. Last year, Prosoft generated \$30 million in sales.



ALEX ASERCION, 36
The Edge Restaurant
Virginia Beach

TEN YEARS AGO, ALEX ASERCION decided to go out on his own. With the

desire for independence and the ability to personally reap the rewards of his labor, he figured it was time. So in 1989, he approached the current owner and bought the restaurant he had been managing for three years. Since then, The Edge has succeeded in an arena of much failure. In this nightspot, local hangout and fixture at the oceanfront, Asercion has been successful at developing customer loyalty from an all-important "local" clientele. "We've been incredibly lucky to build a loyal following from locals." And "a following" is the key.

The Edge's growth has brought about change. Once known primarily as a nightspot, the restaurant has now developed a lunch and dinner crowd. "People are surprised to see we have a great dinner menu. If you're not here by 7 o'clock, you cannot get in to eat."

"I have been in the restaurant business my whole life and I'm glad to be a local institution."



KRISTIN ARNOLD, 38
Quality Process Consultants
Hampton

IN HER VARIED BACKGROUND, which includes being one of the first female graduates of the U.S. Coast Guard Academy, Kristin Arnold has always practiced teamwork and it has paid off for her.

Arnold is president of Hampton-based Quality Process Consultants Inc. (QPC), a firm that helps business executives, governments, corporations and non-profit organizations improve their job performance through team building and leadership coaching. In addition, Arnold custom-builds diversified training programs to help executives meet their specific needs.

"I train your people to do what I do: facilitate teams to achieve extraordinary results effectively

and efficiently," she said. Her consulting work has drawn the interest of a host of national and international clients. Among them are American Express, Anheuser-Busch, Caterpillar Inc., Newport News Shipbuilding, Rubbermaid Commercial Products Inc., the U.S. Navy and T. Rowe Price Associates Inc. In 1998, Arnold was selected as the Women in Business Advocate of the Year for the Virginia Peninsula.



CLARK BALDWIN, 36
Advantis Real Estate Services
Newport News

TWENTY YEARS AGO Clark Baldwin joined Advantis and he's now the company's regional manager for its Peninsula office. In that capacity he supervises third-party leasing, management and sale of the 1.6