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2820 FARNAM ST
OMAHA NE 68131-3814

Godfather's Pizza grows through non-traditional outlets

by Richard D. Brown

Omaha-based Godfather's Pizza has identified non-traditional outlets such as convenience stores, airport kiosks, college stadiums and food courts as vital venues for continued growth.

"Our growth into non-traditional stores has enabled us to gain great penetration in states such as Florida and up and down the eastern seaboard," said Ronald B. Gartlan, president and CEO.

"America is putting a premium on the convenience offered in a grab and go environment that especially targets the 16-30 year old age group," he said. "There are more than 65,000 convenience stores in the nation and combined with sales at airports and sports complexes there's a pretty big growth opportunity for us."

Godfather's relatively smaller size has been an advantage as the firm has sought to open in non-traditional outlets throughout most of the country, Gartlan said.

He said sales from non-traditional outlets presently provide 30 percent of revenues but within five years could equal those of the more conventional 3,200 to 4,000 square foot eat-in/take out restaurant.

David A. Soukup, senior director of development, said the typical convenience store is from 2,400 to 3,000 square feet and often no more than 800 square feet is devoted to food products. Last year the firm rolled out its newest version of its hot and cold submarine sandwiches.

Gartlan and Herman Cain, a former CEO who is now an author and motivational speaker living in Atlanta, own Godfather's Pizza. Gartlan is in the process of purchasing Cain's interest in the firm.

"I'm the seventh president of this company and got my ex-
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Ronald B. Gartlan, president and CEO, with a display designed for convenience stores ... Tapping into the trend toward convenience is providing Godfather's 30 percent of its revenues. (Photo by MBJ / Becky McCarville)

All Makes seeks growth through industry trends

by Ellen Grady

By adjusting its product line and services to meet demand, All Makes Office Equipment has survived a softening in the office furniture industry.

"Products change as customer needs change and manufacturers continue to develop new technology," said President and CEO Jeff A. Kavich. "We've listened to what the customers are looking for and have developed new solutions for business needs."

The newest program offered by the office furniture and equipment dealer — in business since 1918 and fourth generation family-owned — is All Makes Express, an in-stock, 72-hour program offering products
Continued on page 43.



President and CEO Jeff Kavich overlooking the All Makes showroom at 25th and Farnam Streets ... Responding to the shift toward increased privacy in offices is helping lead All Makes to revenue growth of seven to eight percent over the next year.

Petroleum, international markets boost sales for Lincoln's Teledyne

by Tom Johnson

American drivers may not like prices at the gas pump, but higher oil prices have led to growth for Teledyne Isco. The Lincoln-based instrument designer, manufacturer and distributor makes syringe pumps used for oil exploration.

"Both the environmental and scientific instrument areas have been growing very nicely in the past few years, for very different reasons," said David Kennedy, vice president and general manager. "The environmental products are driven by the need for clean water supplies. The high growth areas are in developing nations in Asia, particularly China. The

scientific instruments are driven by drug discovery."

Ten years ago, Isco marketed its products exclusively to U.S. customers. Today, 40 percent of the company's sales are domestic and 60 percent are international.

Isco, founded in Lincoln in 1961 by Dr. Robert Allington, joined the Teledyne conglomerate of electronics, instrumentation and systems engineering companies in 2004, and claims annual sales nearing \$81 million. Kennedy said, Teledyne itself claims some \$1.4 billion in annual sales.

Plans to expand the Teledyne Isco plant, which employs about
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Tabitha Health Care of Lincoln responds to trends, expands service lines. — Page 2



Treatment for physical and spiritual health of cancer patients is focus for Abboud. — Page 6



Seven Salon owners seeking to build business with community involvement. — Page 12



Bill Graves expands España's authentic Spanish cuisine, adds new combination. — Page 49



Southwest and West Dodge corridor submarkets hottest for commercial growth. — Inside

World first: In 2008, most people will live in cities

by Brad Knickerbocker

For the first time in human history, the world's population is about to become mostly urban.

Citing population growth rates and migration patterns, United Nations researchers and other experts predict that some time in 2008 more people will live in cities than in rural areas.

This demographic shift is mostly taking place in Africa and Asia, largely in low-income settlements in developing countries — much of it in the 22 "megacities" whose populations will exceed 10 million and in some cases grow to more than 20 million by 2015.

The environmental, economic, and social ramifications of such trends are enormous, according to the Worldwatch Institute's annual "State of the World" report released Tuesday. Among the major challenges are the mundane features of daily living: clean

water and air, sanitary waste facilities, the cost of food, and the availability of shelter and transportation.

"Unplanned and chaotic urbanization is taking a huge toll on human health and the quality of the environment, contributing to social, ecological, and economic instability in many countries," warns the report, which is written by demographers, international program officials, and other experts from the United States and other countries.

But the news is not all bad. Researchers find examples of cities from Karachi, Pakistan to Freetown, Sierra Leone to Bogotá, Colombia with projects aimed at improving the lives of urban dwellers while reducing the environmental impact of concentrated populations. These include urban farming plots, solar water heaters, economic cooperatives, improved sewer facilities, and upgraded transportation systems.

"The task of saving the world's modern cities might seem hopeless — except that

it is already happening," says Worldwatch president Christopher Flavin. "Necessities from food to energy are increasingly being produced by urban pioneers inside city limits."

Still, the challenges and the probable costs of addressing them remain daunting. Eight of the 10 most populous cities are on or near earthquake faults. Some two-thirds of the cities projected to exceed 8 million residents by 2015 are in coastal areas where sea levels may rise as a result of climate change.

But the human need is more immediate. Of the 3 billion people who live in cities today, about 1 billion are in slums without clean water, adequate toilet facilities, or durable housing. Some 1.6 million urban dwellers — many if not most of them children — die each year due to causes associated with the lack of clean water and sanitation.

"For a child living in a slum, disease and violence are daily threats, while education and healthcare are often a distant hope," says

Molly O'Meara Sheehan, project director of Worldwatch's 2007 report, a collection of articles and graphics produced annually since 1984.

This argues for a reassessment of global development priorities, advocates say, particularly the allocation of national and international aid. According to the Commission for Africa, launched by British Prime Minister Tony Blair in 2004, problems associated with urbanization are second only to HIV/AIDS on the world's most rapidly urbanizing continent.

Yet from 1970 to 2000, aid designated for cities in developing areas was just 4 percent of total development assistance worldwide. This was the period when many countries in Africa were transitioning politically and economically from European colonialism to independence.

"Too many of us were ill prepared for our urban future," notes Anna Tibaijuka, executive director of UN-HABITAT, the United Nations agency that promotes socially and environmentally sustainable towns and cities with the goal of providing universal adequate shelter.

"The promise of independence has given way to the harsh realities of urban living," writes Dr. Tibaijuka, an agricultural economist and native of Tanzania, in the report's foreword.

By 2015, there are likely to be 59 African cities with populations between 1 million and 5 million, 65 such cities in Latin America and the Caribbean, and 253 in Asia.

"Urban centers are hubs simultaneously of breathtaking artistic innovation and some of the world's most abject and disgraceful poverty," writes Mr. Flavin. "They are the dynamo of the world economy but also the breeding grounds for alienation, religious extremism, and other sources of local and global insecurity."

Cities also exemplify the challenges and promises of sustainability. China, for example, has 16 of the world's most polluted cities. But on an island in the Yangtze River near Shanghai, China this year plans to break ground on the Dongtan ecocity project designed to be nearly self-sufficient in food, water, energy, and waste disposal for its projected 500,000 residents.

The Christian Science Monitor

TRENDS

All Makes seeking growth through industry trends

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to startups and small offices. "We found there is a need for products that are available right away for home offices or small businesses," Kavich said.

Increasingly popular technology includes independent climate control and sound masking devices that drown out distractions with a white noise or hum.

The new products are part of a trend toward privacy in offices, particularly those with large spaces that are subdivided by partitions. Offering workstations and panel cubicles, the company has found a niche in the call center business.

"The work station layouts enable us to accommodate how a company works from within," Kavich said. "The products manufacturers create enable companies to have plenty of surface space in their workplaces."

The keys to an effective workspace layout, Kavich said, are the ability to reconfigure an office's setup to accommodate privacy issues, the location of office support and the accommodation of internal work flow.

In addition to workstations and other office equipment and furniture, the company — which has locations in Omaha, Lincoln and Urbandale, west of Des Moines — provides space planning, interior design and project management services to customers ranging from small business owners to Fortune 500 firms.

All Makes' clientele is mostly based in the Midwest, though the company has installed call centers in Canada, the Philippines, South America and Europe.

"We've branched out to other countries," Kavich said. "We have the ability to design, project manage and install products anywhere in the world with our network of manufacturers and local support."

While a slowing of business in the past several years has presented a challenge, Ka-

vich said the tide seems to be turning.

"With the burst of the industry bubble after 9/11, as the economy softened, everyone put furniture projects and growth on hold," Kavich said. "As the economy improved, we continued to grow."

Kavich sees another challenge ahead as the baby boomer population approaches retirement age.

"There has been a study that we'll experience a 35 percent shrinkage in the workforce by 2010," Kavich said. "Attracting and retaining new people will become very hard for all companies."

The keys to his company's success, according to Kavich, lie in the experience it has gained through nearly a century in the market, the tenure of its employees — some of whom have been with All Makes over 25 years — a management structure that has remained unchanged for four decades and the leverage and buying power the company has attained with its manufacturers.

Another success factor is how the company serves its customers, Kavich said. For example, All Makes sold a conference table so large that it had to have a crane lift it into the client's building from outside the fourth floor. Another project involved travel to a dangerous overseas location, where research was done to determine which hotel would be furthest from the road.

Kavich learned firsthand about customer service as he grew up working summers at

All Makes Office Equipment

Address: 2520 Farnam St. Omaha 68131; 3333 O St., Lincoln 68510; 3970 N.W. Urbandale Dr., Urbandale, IA 50322

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Employees: 112

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Industry outlook: As economy grows, office furniture sales increase

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