

Small Business Person of the Year

Photo: Jennifer Statcup

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SMALL BUSINESS PERSON OF THE YEAR FINALIST 2006

Roger Green
Green Financial Resources**Green Financial Resources****Owner (s):** Roger Green**Headquarters:** Duluth**Year founded:** 1987**Brief description:** Provides financial services including investment, retirement planning, estate planning, and insurance.**What prompted start of the company?** "I started when I was 19. I had a vision for what I wanted to do. I slowly hired people, built up an office, and grew the company person by person, computer by computer. I got my interest in the financial world from my parents. As a kid, I helped my mom buy and sell gold at her jewelry business. I was a little Michael J. Fox (who played teenage mogul-in-the-making Alex Keaton on "Family Ties" in the 1980s). I just had the aptitude."**Number of employees:** 12**Annual revenues:** \$2 million – while managing assets of \$250 million**Mentors/people who have made a big impact on your life or your company:** "My mom and dad. They ran a business their entire lives, and they mentored me in my business life. My wife is also definitely a mentor. She taught me about the operations and management side of business, helping me deal with people better. They've been a real inspiration. Richard Parker is another. He taught me about implementation – showing me the steps of how to make an idea work."**Keys to company's success:**

"Number 1 would be knowing I serve God first in everything I do. It's also important for us to remember we help people – help them achieve their objectives with what they have. Their livelihoods depend on

whether we do a good job or not."

What advice would you give to business executives who go through this process next year?"As I've found that there is never one person in a company who does it all, point out the contributions of the people in your office. Tell the judges about the pros and cons of your business – your triumphs and your failures. I would also encourage business owners to look at those accomplishments and take the time to celebrate them with your employees." **G**