

Web Developer Considers Advanced Business Knowledge a Critical Pathway

Just three years ago Garrett Massey graduated from Georgia Southern University with a degree in computer science and a couple of jobs in software development and information technology. Today, the Griffin native attends conferences on topics like “business process innovation” and the SBDC’s Maximum Marketing course to advance his business knowledge and build a successful company.

“I can’t just be good at building websites,” says Massey, owner of Eyesore, Inc., a Web development firm. “I have to learn the newest marketing concepts and be able to market my clients’ businesses as well as our own.” He is also committed to learning the best way to run his business, a desire that led him to the SBDC. “Since I come from a tech background, I’ve had to learn a lot of what I know about business operations along the way.”

Massey says he first contacted Lori Auten at the Columbus SBDC office to get basic information about accounting and marketing and help with planning his company’s strategic growth. “Handling growth has been a major factor,” he says. Two years old in February, Eyesore, Inc.’s revenue grew almost 400 percent in 2008 and has doubled its number of employees. Its Griffin location moved twice in the last year to make space for new equipment, new computers and new staff.

Kyle Hensel, area director at the Clayton State University SBDC, has consulted with Massey since teaching his Maximum Marketing class in 2008. “Garrett is the best example of a successful young entrepreneur,” he says. “He is always looking for ways to update his business and do better.”

When they met, Massey was focusing almost completely on small businesses, nonprofits, churches and local governments. Hensel helped him identify the types of clients he was very good at helping and what he did best. A new area that led to is subcontracting for larger firms, which has enabled him to work on larger contracts and gain contacts in other industries.

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Eyesore, Inc. is forecasted to grow more than 100 percent in 2009. “We have done a lot of strategic planning,” says Hensel. “His company has sustained growth at a very fast pace, so we’ve had to plan for anything that could happen given the current economic environment. We’ve

generated projections for the next few years and are analyzing what his cash flow should be in order for his company to thrive during the next year.

“It’s a challenging economy. We’ve had to look a lot more at his expenses and learn what he needs and does not need to run his company.”

Massey considers Hensel a contributing member of his team. “Small business owners can get bogged down with the details. Kyle and others with the SBDC have helped me pull my head out of the water to make sure I have all my ducks in a row,” he says. He looks forward to continuing his partnership with the SBDC and will attend its FastTrac® Growth Venture course in the spring.

Hensel commends Garrett for his hard work and feels his youthful drive is an example to other entrepreneurs. “He is not ever really satisfied with the way things are, and he’s always looking for ways to improve himself and his business. He has a lot of energy and is not afraid to go out and really network to find customers. When other companies see what he’s done, they flock to him. He has a very innovative approach to Web design.”

“Working with Kyle has been a huge asset for us,” says Massey. “He’s always ready to point me in the right direction, keeps me grounded and helps open me up to new ideas.”



Garrett Massey