

July 2012

WASHINGTON

smart

required reading for
growing companies

the
women in
business
issue

reading
list

This summer's hottest
business books

25
powerhouse
women

Get to know DC's
Brava! Award winners



seal
the deal

CEOs reveal their best
sales-closing tips

Karen Trowbridge
President and CEO
Trowbridge & Trowbridge

At 30 years old, Karen Trowbridge has built a \$30 million IT contracting firm by surrounding herself with the best in the business

TEAMWORK AT THE TOP



Necole Parker
Principal and CEO

The Elocen Group, LLC

INDUSTRY: Program and construction management

IN A NUTSHELL: Provides program and project management on real estate, construction and interior design projects

LOCATION: Washington, DC; **FOUNDED:** 2006

NOTE OF DISTINCTION: The company just opened an Atlanta office in an effort to fuel expansion.

POSITIVE ATTITUDE: She is a woman in a predominantly male industry. She is a small business in a sea of large corporations. But to Necole Parker, these are not obstacles but merely challenges to be surmounted and used as lessons learned. Firmly believing that a customer can be turned from a single-contract paycheck into a life-long partner by exceeding their needs and delivering above-average work, she has continually built her business during a period when many companies were looking simply to stay afloat.

FINANCIAL FEEDBACK: Parker and her team refuse to just complete a project – they do it within budget, on schedule and above expectations. These simple things bring in repeat business and help secure new clients thanks to word-of-mouth referrals. And although the company took a hit during the economic downturn, it still exceeded the original benchmark and brought on new work.

INSPIRING OTHERS: Parker is not only passionate about what she does, but about empowering oneself to make and reach goals in life. She is often seen encouraging a staff member or meeting with a fellow small business owner worried about the road ahead.

AIMING HIGH: As a leader, Parker is about synergy. She finds and cultivates her staff's talents, bringing each to light and using it to bring about success for the individual and the company. She is a problem-solver by nature and finds a way to bring each project to the level she knows it can attain. She studies best practices and industry news relentlessly, always trying to improve and to set an example of achievement. By following a philosophy of "better, not bigger," she has found a way to help her business become both.



Parker participates in Student Career Day at Perrywood Elementary School.