

CFO OF THE YEAR

Small company: Finalists

BEN HOLCOMB

Title: Chief financial officer
Company: Green Resource LLC
Years in current position: Two and a half
Age: 30



Holcomb

Family: Wife, Kristin
Education: Bachelor's, accounting, UNC-Wilmington; master's, accounting, and MBA, both from Wake Forest University
Address: 830 Yorkshire Road, Winston-Salem 27106
Phone: (336) 499-6181
Web site: www.green-resource.com

Why selected: Negotiated stronger benefits at lower cost, saving employees \$26,000 annually; saved firm more than \$100,000 annually. In July 2007, foresaw tightening credit markets and negotiated credit line increase to weather economy; boosted efficiency by deploying mobile info technology access to sales team.

What others say: "Ben isn't just a numbers guy. He understands information technology, marketing, risk management and is able to juggle all these balls while still completing his core job."

What do you consider your greatest professional achievement to this point in your career? I don't believe that I have one achievement that stands out. I think to be successful, many small achievements truly outweigh just one big one.

Most challenging aspect of your job? Making sure that Green Resource is well positioned for when the economy turns around. At my age I have never seen such an unstable economy, but these are events in your life you can look back and see if you either stepped up as a leader or failed. Hopefully, the outcome will be a leader.

Why this type of finance, vs. other types (audit, municipal, public, etc.)? I tried public and large corporate arenas, but something just wasn't right. At a small business, you get your hands in everything and aren't just a number. Everyone sees your successes and failures; it keeps you on your toes.

Biggest motivation? Probably just looking for the pat on the back that makes you feel good at the end of the day. We all strive to make more money, but people a job well done is just as important.

Three adjectives that best describe you? Anxious, eager, proud

Common misconception about CFOs? They only think in numbers.

Hobbies? Golf

What's something most people don't know about you? Deathly afraid of heights

Most influential book you've read? "Good to Great," by Jim Collins

Lesson learned the hard way? Complaining doesn't get you anything.

Favorite thing about the Triad? Great places to eat that aren't chains.

Least favorite thing about the Triad? Humidity in the summer

What's on your "bucket list?" In other words, what's one thing you want to do before you die? Spend three straight months traveling the world with my wife.

DOUGLAS E. PAGE

Title: Chief financial officer
Company: Hospice of the Piedmont Inc.
Years in current position: 14.5
Age: 43



Page

Family: Partner, Jamie Firth; parents, Clarice and Bill Page
Education: Bachelor's, accounting, concentration in communications, Guilford College; CPA certificate 1990
Address: 1801 Westchester Drive, High Point 27262
Phone: (336) 889-8446

Web site: www.hospice-careconnection.org

Why selected: "Amazingly gifted," he's managed financial and many other duties as the number of patients has quadrupled and the staff has grown from 15 to nearly 100; has kept agency on cutting edge of information technology compared with others its size, including implementation of electronic medical records.

What others say: "He is truly a CPA with a sense of humor, as well as compassion. North Carolina born and raised, Doug can rival Jeff Foxworthy in capturing the essence of our Southern quirkiness and charm and bring smiles to what some might regard as strictly serious work.

Greatest professional achievement to this point

in your career? Being in exactly the place I am at this precise moment. There could be no greater achievement than to be happy in a job I love, to be able to pay my bills and to help ensure that these essential services will continue to be available to future generations.

Why a career in finance? Numbers don't lie.

Why this type of finance, vs. other types (audit, municipal, public, etc.)? I needed the nonprofit, service-related sector as much as it needed me. I had the expertise to improve an agency and that agency had the ability to give back intangibles of indescribable value.

Biggest motivation? The lives we touch, the suffering we calm and my belief in the hospice philosophy of care.

Three adjectives that best describe you? Entertaining, intuitive, realistic

Most significant volunteer or civic activity?

Leadership High Point, class of 2005

Common misconception about CFOs? Our CD collections are alphabetized. (Mine's out of order somewhere between L & P.)

Hobbies? Collecting pottery, music, Starbucks, Snood, surfing (the Internet)

What's something most people don't know about you? I honestly thought that sign flashing "Slow down - Get ticket" on the N.J. Turnpike meant "drive faster."

As a youth, what was your first job? Record Bar clerk

Favorite thing about the Triad? Location, location, location - three hours to the coast, three hours to the mountains. It's Southern California without the traffic, the smog or the earthquakes.

Least favorite thing about the Triad? It's not the coast or the mountains - sort of hilly and we've got a lake or two.