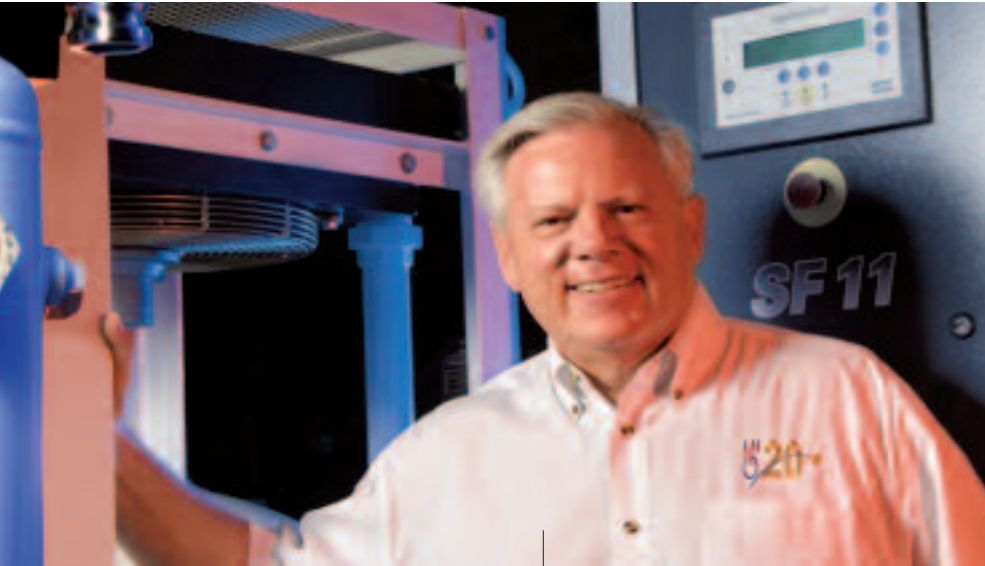


The TEC Process Works

Sales & Profits Increase Dramatically



Josh Horenstein was in the right place at the right time when he started Gulf Atlantic Equipment Company in Jacksonville in 1986. Educated as a mining engineer, Horenstein lucked into the heavy equipment field and established what is now the largest distributor of industrial air compressors in the Southeast.

But 17 years later, Horenstein was challenged to take his business to the next level. "I was the chief technician and the chief salesperson but I was so focused on day-to-day survival that I was missing the obvious opportunities," he said.

It also allowed him to support community causes like the Endowment for Deployed Guardsman, an organization he formed to work with the Florida National Guard helping soldiers and their families. "Since 9/11, overseas deployments have been really onerous for some families, including some of my employees. This is a way we can give back to the community."

TEC, since 1957, is dedicated to increasing the effectiveness and enhancing the lives of chief executives. There are more than 11,000 members worldwide and 700 in Florida. These members meet monthly in small groups of 12 to 17 to give and receive business advice, share experiences and hear from outside experts.

To learn more about TEC, call Leadership Centers USA® at 904-636-0770 or visit www.tecflorida.com.

The concept of TEC – sharing experiences and expertise with fellow CEOs and a trusted business coach – was so attractive to Horenstein that he joined an ad hoc TEC Group even before enough members were recruited for the group to formally start. "For me, TEC is almost like going to church," he says. "I leave meetings feeling renewed because I've had a chance to think through the issues I'm facing."

The diverse expertise of TEC members, led by Group Chair George Robbins (formerly a successful CEO), gives Horenstein

experience on decisions that would be more difficult to deal with alone. "As CEOs, we're somewhat isolated but TEC gives us the opportunity to work through the issues.. And if I'm running out of juice, I always leave a TEC meeting with more enthusiasm and new ideas."

For Horenstein, those new ideas translated directly to his bottom line. "Working through the TEC process made me realize how important it is for me to stop working in my business and work on it. That let me lower costs and increase sales, so profitability has risen dramatically."

Sharing the Wealth

The increased profitability allowed Horenstein the opportunity to increase salaries and profit sharing for his 35 employees – and enhance recruiting initiatives for the very specialized staff he needs to continue to grow in four offices across the state.

“TEC lets me see new ways to lower costs and increase sales, so profitability has risen dramatically.”

Josh Horenstein