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**Spirit of Enterprise Center Announces 2007 Spirit of Enterprise™ Award Winners**  
*W. P. Carey School of Business Honors Five Arizona Entrepreneurial Businesses*

**TEMPE, Ariz. (Sept. 18, 2007)** – Five Phoenix-area businesses are being honored by the Spirit of Enterprise Center at Arizona State University’s W. P. Carey School of Business.

The 11<sup>th</sup> Annual Spirit of Enterprise Awards will honor the winners in a celebration of ethics, energy and excellence in entrepreneurship at a luncheon on Wednesday, Sept. 26, at the Arizona Biltmore Resort & Spa in Phoenix. The named awards are sponsored by Edward Jones, the Rich Dad Company and State Farm Insurance. The five winners are:

- **Rhino Sports, Inc.** of Scottsdale  
Rhino Sports opened its doors on Sept. 1, 2001, less than two weeks before the 9/11 terrorist attacks rocked the country and wreaked havoc on the U.S. economy. But John Shaffer, founder and president of the fledgling commercial sports flooring company, didn’t give up. Sales dried up in the months following the attacks, but Shaffer sensed an increased demand for backyard sports courts and decided to shift the company’s focus to the residential market. It was a risky move that meant abandoning the firm’s marketing plan and creating a new one. Since then, Rhino Sports hasn’t looked back.
- **Children’s Dental Village** of Tempe  
Dr. Alan Longfellow established his pediatric dental practice in 1973 with only two chairs, a dental assistant and an office manager. The practice, now co-owned by Longfellow, his wife, Joyce, and pediatric dentist Mercedes Padilla, honors such values as family, friendship and love, which is why some of its 23 employees have been with the company for more than 20 years. The company’s community outreach division works both locally and internationally. It conducted dental programs in Africa and Ecuador during the past year and also donated dental materials to help victims of Hurricane Katrina.
- **Infusion Software** of Gilbert  
Infusion sells customer relationship management software that is designed specifically for firms with two to 100 employees and annual revenues of less than \$25 million. With 67 employees, Infusion has an ambitious mission: To transform the way small businesses drive and manage their growth and to be the leading

provider of CRM software for such companies. Infusion has undergone a growth spurt, enjoying 100-plus percent annual growth since 2003. Its staff has increased fourfold since 2004, and the company recently expanded into a 10,000-square-foot headquarters building.

- **Gold Canyon** of Chandler  
Curt and Karen Waisath started their candle-making business 10 years ago in their kitchen because Karen wanted to be a stay-at-home mom. Since then, the business has exploded into a multimillion-dollar enterprise that operates a 100,000-square-foot manufacturing facility in Chandler and sells scented products and accessories through a network of independent demonstrators. Five core values influence every aspect of Gold Canyon: Accuracy, courage, humility, integrity and curiosity. Gold Canyon gives back to the community through its Prayer Child Foundation, which it created to focus on children who face such challenges as illness and abuse.
- **Walsh Bros. Office Environments** of Phoenix  
Walsh Bros. is a family- and employee-owned business that was founded as a typewriter shop in 1919 by three enterprising brothers. Today it is a full-service office environment company with operations in Phoenix and Tucson. Employees own 15 percent of the company through an employee stock ownership plan. The company defines ethics as earning the respect of its customers, the community and its employees. Its core values and vision date back to Richard Walsh, who was president from 1928 to 1969. Walsh Bros. has a tradition of community involvement through such organizations as United Way and Friendly House.

Specific award categories will be announced at the event.

"Spirit of Enterprise Award winners are leaders both in their businesses and in the community," said Mary Lou Bessette, Executive Director of Strategic Initiatives and Director Emerita, Spirit of Enterprise Center. "They set fine examples of high standards in leadership and service and provide an opportunity for our students to study entrepreneurship and learn from people who have built their dreams into successful businesses."

The awards ceremony will begin with a networking reception at 11:30 a.m., followed by lunch and award presentations from noon to 1:30 p.m. Reservations are available by calling the Spirit of Enterprise Center at (480) 965-0474, or by visiting <http://wpcarey.asu.edu/spirit/>.

### **W. P. Carey School of Business**

*W. P. Carey School of Business at Arizona State University is one of the largest business schools in the United States, with more than 190 faculty members, 1,400 graduate students, and more than 5,600 undergraduate students. The school is internationally recognized for its leadership in supply chain management and services marketing and is highly regarded for its faculty's research productivity. The school's nine research centers serve as a link between business communities and the areas of marketing,*

*entrepreneurship, information technology and supply chain management. For more information please visit [wpcarey.asu.edu](http://wpcarey.asu.edu) and <http://knowledge.wpcarey.asu.edu/>.*

**The Spirit of Enterprise Center**

*The Spirit of Enterprise Center, one of the nine research centers affiliated with the W. P. Carey School of Business, brings together students and businesses to accelerate entrepreneurship in greater Phoenix and Arizona.*

***For complimentary media seating, contact Carlyne Kennedy by noon Monday, Sept.24, at (480) 965-7774 or [Carolyne.Kennedy@asu.edu](mailto:Carolyne.Kennedy@asu.edu).***

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