

WhettStone Business Solutions Fact Sheet

Headquarters: **WhettStone Business Solutions, LLC**

3015 North 90th Street, Suite 3

Omaha, Nebraska, 68134

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Year Founded: March 9th 2005

Description: WhettStone offers a wide variety of technology solutions for organizations. We saw a need to bring together an experienced team of developers and project managers in internet technologies, database expertise and general software development. We specialize in backend database systems with user friendly frontend web or windows application interfaces. With over 45 years of combined experience, our clients benefit from a team of highly skilled experts with a business driven, out of the box approach to technology solutions.

Mission: With both local and national clients, our customers range from large to small organizations and corporations in a multitude of different industries. We have a prominent presence in the Omaha area servicing Nonprofit Organizations, Chambers of Commerce and Corporate Businesses. We have also serviced Public Schools, Universities, Credit Unions, Medial Staffing Agencies and Small Businesses. Our commitment to building ongoing relationships with our clients and excellent reputation of service has brought us a sizeable number of recurring customers in a short amount of time.

Members of our staff have designed and developed website systems with backend databases servicing such companies as Nonprofit Association of the Midlands, Indian Center Inc., Creighton University, The Durham Museum, National Geographic, CMP Media and many other businesses and organizations. Our software solutions give us the flexibility to create your vision of the perfect website or software application with all of the extras.

Products/Services: **WebHornet** - Web Content Management System

Website Design & Development

Search Engine Optimization (SEO)

Database Design, Integration, Development & Management

Custom Software Solutions

Application, Website & Database Hosting
Project Planning & Management
Content & Copywriting
Video Integration

Management:

Michelle Brozek, Principal, President
mweiss@whettstone.com

Jim Hoing, Principal, Vice-President
jhoing@whettstone.com

Jason Brozek, Principal, Chief Software Engineer
jbrozek@whettstone.com

**Significant
Milestones:**

2005

- February 29, 2005 – founded WhettStone Business Solutions LLC.
- March 9, 2005 – WhettStone is officially a company
- August 19, 2005 – became a Preferred Provider for Non-profit Association of the Midlands (NAM)

2006

- January 3, 2006 – closed on our SBA loan
- June 23, 2006 – Midlands Business Journal Article
- Joined 5 Chambers of Commerce, 1 Business association, and 10 B-to-B referral groups
- Launched Business Networking Events newsletter
- Participating in eBay Foundation Grant to provide Web based assistance to non-profit organizations

2007

- January 18, 2007 - Worked with the Social Justice Committee of Catholic Charities of Omaha to develop the Omaha Table Talk web site for the city-wide event
- Guest on Grow Omaha radio show
- Nominated for the Millard Business Association's 2007 Entrepreneur of the Year and recognized as an outstanding business demonstrating growth and stability
- Developed exhibit software for the Durham Western Heritage Museum's "Hall of Fame Room" featuring multimedia presentations that are home to the Omaha Chamber of Commerce Hall of Fame, the Omaha Sports Hall of Fame and the Aksarben Hall of Fame
- Worked with CoSentry on a key database project
- Worked with Bellevue Public Schools on a major database conversion
- Developed several Flash projects for Creighton University including a presentation highlighting the Jays win in the Missouri Valley Conference
- Launched several new websites including the Nonprofit Association of the Midlands

- Worked with executives from Leadership Omaha, the Nonprofit Association of the Midlands and the Omaha Community Foundation to develop "The Nonprofit Directory" enabling technology to strengthen and transform our community
- November 1, 2007 - Sponsor for the 1st Annual Non-profit Summit

2008

- October 24, 2008 – moved into new office space at 3015 N. 90th Street, Suite 3, Omaha, NE 68134
- Sponsor for the Nebraska Nonprofit Summit
- November 18, 2008 – Presented at the 2008 Eastern & Mid-Western Multi-Regional Employment & Training Conference at the Hilton Omaha. One Stop WIA Program Software demonstrations given in partnership with the Nebraska Indian Center
- Nominated for the 2008 Millard Small Business of the Year Award
- Created an easy way to accept online donations through Nonprofit Association of the Midlands
- Launched the Strictly Business Magazine website

2009

- January 25, 2009 – featured on the front page of the Omaha Sunday World Herald's marketplace section – story Join The Club – article about networking
- February 26, 2009 – began working with the International TaeKwonDo Alliance
- March 2009 – featured on the front cover of Strictly Business Omaha magazine
- Joined Nebraska Society of Association Executives (NSAE)
- March 25, 2009 – WhettStone presentation at the Ralston Area Chamber of Commerce Advanced Technical Seminar on the topics of Search Engine Optimization (SEO) & Database Integration
- April 8, 2009 – Participated in video dialogues on NxBizSuccess.com, contributing to the production of the entrepreneurial training web site a joint venture of UNL's NebraskaEdge and Community Development Resources, both non profits devoted to helping small businesses create jobs through training and low cost financing
- Nominated and selected as a finalist for the Bellevue Chamber of Commerce 2009 Small Business Award of Excellence
- Launched new Event Reservation & Payment Processing System through NAM website
- Featured in an article in the Omaha Sunday World-Herald highlighting networking techniques
- August 19, 2009 – formed affiliation with the Small Business Association of the Midlands Inc.
- Began research & development for WebHornet Content Management System

2010

- May 2010 – designed, developed and launched website for Firefighter & Police Appreciation Day’s citywide recognition and fundraising event
- August 2010 – Speaking engagement at Bellevue University
- October 20, 2010 - Sponsor at 2010 Midlands Nonprofit Summit: Passion, Purpose, Persuasion
- Continued development for WebHornet Content Management System
- November 2010 – Beta Launch of WebHornet

2011

- January 7, 2011 - Presentation to Omaha Area Veteran Business Owners Forum Breakfast
- February 22-23, 2011 - participated in the Fifth annual Nebraska MarketPlace presented by the Center for Rural Affairs
- Feb 24, 2011 - SBAM Event Sponsor
- March 8, 2011 - joined GROW Nebraska
- March 22-23, 2011 - participated in the Agri/Eco Tourism Conference
- March 24, 2011 - Small Business Association - Midlands - Member Only presentation on Website Development
- March 30-31, 2011 - participated in the annual MarkeTech Conference - Where Technology & Marketing Meet sponsored and hosted by GROW Nebraska
- April 2011 – Official Launch of WebHornet
- May 4, 2011 – participated in the Metro Commerce Expo held by the Ralston Area Chamber of Commerce

Ownership: Privately Held