



# MOVERS AND SHAKERS

With 2010 expected to be a big year for people starting their own business, entrepreneurs are popping up everywhere. It's not as easy as it seems and takes certain individuals to become a success. These people have what it takes to make it big and

saw an opportunity to build something. Some are visionaries, some work behind the scenes, but all have one thing in common – passion. 4PM hand-picked a list of what we feel are some “Movers & Shakers” here in Milwaukee who are creating buzz.

Written by: 4PM Staffers Photography by: T.H. Taylor



**KYLE BLADES, 26****Founder, Rebel**

Realizing social media was about to become the mainstay people use to communicate, Kyle Blades launched Rebel in 2008. "This is not your daddy's marketing company" – Rebel connects companies to people, people to people. Sounds easy? Think again. Blades doesn't solely focus on pushing information out. He draws people in by building a community. Rebel runs programs for businesses using all the key sites – Facebook, Twitter, LinkedIn, blogs, and video sites like YouTube to create awareness and drive traffic. Something every business should capitalize on, Rebel teaches owners how to maneuver around these sites and forums, building a brand to increase their bottom line. Rebel is setting the tone for the 21st Century and Blades has some advice – "If my dumbass can start a company, anyone can!"

**SCOTT BAITINGER, 36****Co-Founder, Streetza**

Milwaukee-area native Scott Baitinger, former creative director and educator turned entrepreneur, seems to have found the formula for success when it comes to Streetza, his innovative new restaurant. The daring new concept? A 3,000 square-foot gourmet pizza kitchen on wheels. First hitting the streets of Milwaukee in April of 2009 and catering to the downtown area, the Streetza's pizza has snatched up awards like "Best Eats from the Streets" from The Milwaukee Journal Sentinel readers pick and "Best Street Food in Milwaukee" from OnMilwaukee.com, to name a few. So far the Streetza mobile kitchen has had success dishing out their pizza during the busy downtown lunch hours. Soon to come, Streetza has plans to be one of the various vendors in Water Street's first food court, designed to supply to the late night Water Street bar crowd, in the parking lot at the street's north end. With several other developments already in the works, Streetza is on a roll so keep your eyes and taste buds open.

**SINI SKODRAS, 30****Founder, Ultimate Sun**

With Milwaukee's sun-deprived winters, it's no surprise that tanning salons are a popular means of getting a little "back from the beach" glow. But no matter how many salons she visited, Sini Skodras always left unimpressed. "Whether it was the customer service, the lack of knowledge about the product or the cleanliness

of the environment, I always felt dissatisfied," says the 30-year-old River Hills native, "but there was nowhere else to go in the area until I decided to take matters into my own hands." She quit her job as a fashion merchandiser and opened Ultimate Sun in 2006. In addition to its top of the line tanning beds, Skodras says that Ultimate Sun is the only Midwestern salon that features the new Mystic Tan spray booth and Infinity Sun custom airbrushing, the official airbrush system used for the Grammy, Emmy and Academy Awards. Skodras's dedication to providing Milwaukee with a quality tanning salon has paid off; Looking Fit magazine named Ultimate Sun "one of the most innovative and dynamic salons in the nation" in 2008 and 2009.

**TOM STORY, 31****Founder, Venataur**

Tom Story, 31 year old founder of Venataur Web Design, has built his success around absolute client satisfaction. Venataur's philosophy in web-design is built upon easy to use systems that ensure even the least tech-savvy client will be able to update and maintain the webpage. Using simplistic methods, Venataur's design team is able to work as time-efficiently as possible to please the client while keeping their rates competitive. Story, always a social butterfly, believes in dealing with technology the old-fashioned way, by consulting with clients face to face and making sure their needs are met – and that includes a return on their investment. With goals like this, Venataur's services seem to be selling themselves. Story's need-to-please mentality with his business continues to bring him new clients. At this rate it's obvious that Tom has only begun to write his story.

**BJ GADDOUR, 27****Co-Founder, Workoutmuse.com**

BJ Gaddour took what many people hate to love, fitness, to a six-figure business in only six months. Impressive by any standards, Gaddour has always led a life of overachieving. Overweight as a child, health became the focus in his life which sparked creating the website workoutmuse.com – featuring the world's first music interval training soundtracks. Along with the site, he created Get Sexy Boot Camps that have sprung up internationally helping people to enjoy getting back into shape. Keeping with current trends, BJ built the iWorkout Muse app that was featured in the "What's Hot" section of the Apple iTunes store. With all these happenings, Gaddour has his sights set on "spreading the gospel of intervals."