



SMALL BUSINESS PERSON OF THE YEAR FINALIST 2006

Roger Green  
Green Financial Resources

**Green Financial Resources**

**Owner (s):** Roger Green

**Headquarters:** Duluth

**Year founded:** 1987

**Brief description:** Provides financial services including investment, retirement planning, estate planning, and insurance.

**What prompted start of the company?** "I started when I was 19. I had a vision for what I wanted to do. I slowly hired people, built up an office, and grew the company person by person, computer by computer. I got my interest in the financial world from my parents. As a kid, I helped my mom buy and sell gold at her jewelry business. I was a little Michael J. Fox (who played teenage mogul-in-the-making Alex Keaton on "Family Ties" in the 1980s). I just had the aptitude."

**Number of employees:** 12

**Annual revenues:** \$2 million – while managing assets of \$250 million

**Mentors/people who have made a big impact on your life or your company:** "My mom and dad. They ran a business their entire lives, and they mentored me in my business life. My wife is also definitely a mentor. She taught me about the operations and management side of business, helping me deal with people better. They've been a real inspiration. Richard Parker is another. He taught me about implementation – showing me the steps of how to make an idea work."

**Keys to company's success:** "Number 1 would be knowing I serve God first in everything I do. It's also important for us to remember we help people – help them achieve their objectives with what they have. Their livelihoods depend on

whether we do a good job or not."

**What advice would you give to business executives who go through this process next year?**

"As I've found that there is never one person in a company who does it all, point out the contributions of the

people in your office. Tell the judges about the pros and cons of your business – your triumphs and your failures. I would also encourage business owners to look at those accomplishments and take the time to celebrate them with your employees." **G**



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