

FUTURE 50

JANUARY 2010

The Atlantic Remodeling Corporation

Founded: 2000

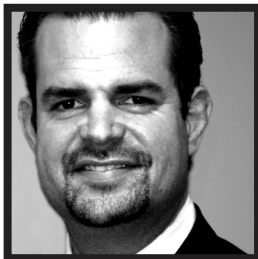
President and CEO: Bert Lebar

BUSINESS DESCRIPTION

Residential remodeling firm, specializing in energy-efficient window, siding and roofing solutions.

TARGET CUSTOMER

Middle to upper-middle class homeowners with an interest in energy-efficient remodeling products and quality installation.



GIVEN THE ECONOMY, HOW HAVE YOU HAD TO ADJUST YOUR LEADERSHIP STYLE OR STRATEGIC VISION FOR THE COMPANY OVER THE LAST YEAR?

"The economy has forced me to be more intimately involved and pay much closer attention to details. I am not a micro-manager by nature – I don't like micro-managing and certainly never liked being micro-managed. But fear of not surviving the recession has mandated that I be much more deliberate and clear in my communication of the tasks and goals at hand, and have been forced to make the difficult decisions and take action, however painful, when and where necessary. My strategic vision has not changed one bit. In fact, we are completing our best year ever, up 38 percent from last year. I feel that I and the company are both infinitely stronger for the experience."

DESCRIBE HOW YOUR COMPANY CULTURE IS CONTRIBUTING TO THE SUCCESS OF YOUR COMPANY.

"We have the sports culture. From the top down, we refuse to lose and don't make excuses. We have hit our number every year, nine years in a row. We are honest with ourselves and communicate very clearly internally. We recognize and reward accomplishment and do not accept failure, without at least learning something."

WHAT ARE YOUR PLANS TO CONTINUE YOUR COMPANY'S SUCCESS INTO 2010?

"We will continue our growth plan into 2010 and well beyond by expanding on our current radio campaign into new markets as well as venturing into TV for the first time. We also plan to execute another expansion into the Philadelphia market in 2010."

**Experienced 38 percent growth
in the past year**

Baltimore, MD

Seen in the January 2010 issue of Baltimore SmartCEO magazine

smartCEO