

SmartBusiness®

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2007 ERNST & YOUNG ENTREPRENEUR OF THE YEAR®

COVER STORY

Driven to succeed

The 2007 Entrepreneur Of The Year honorees represent great accomplishments. By Frank Maselli

It can be a long way from inspiration to success in building and growing a business, with plenty of obstacles and challenges along the path to slow the progress of even the most innovative individual. But successful entrepreneurs know that the well-traveled road rarely leads to prosperity. Rather than follow in the footsteps of others, entrepreneurs choose instead to lead — to forge a new trail.

They are the remarkable men and women with the vision, determination and leadership to create the companies that produce new products, new jobs, new opportunities and new wealth. Ernst & Young created the Entrepreneur Of The Year® (EOY) award, the Award for Business Leadership, in 1986 to honor the accomplishments of the great men and women who drive our economy forward.

For the past 21 years, we have proudly recognized outstanding business leaders from



across Eastern Michigan and Northwest Ohio. Each year, EOY finalists and award recipients demonstrate incredible depth of character as they develop new technologies, create faster ways to distribute goods and services, and improve the quality of life for the people around them. The 2007 finalists are no exception.

This year's EOY program participants have succeeded through turbulent economic times and emerged even stronger. As they forged ahead, they may not have listened when told it couldn't be done, and they continue to take chances that average people consider too risky.

As we look toward tomorrow's entrepreneurs, join us in congratulating the leaders of today, the innovators that have achieved their American dream. The following pages highlight those individuals who pursued this coveted distinction.

Congratulations on your continued success.

FINALIST: BUSINESS SERVICES

PAUL SANTORO | President, Owner & Founder | *Ambulatory Surgery Consultants Inc.*

Curing an industry

How Ambulatory Surgery Consultants' Paul Santoro has remade a market

Paul Santoro was well on his way up the corporate ladder at Henry Ford Hospital when he decided it was time for a change.

Santoro, who in 1991 was director of anesthesia, thought there was a better way to merge the technical and business sides of the field into one cohesive model, offering a premium setting for the patient, operational efficiency, and changes to the bottom line by reducing costs and capturing revenue.

He founded Ambulatory Surgery Consultants Inc. to offer certified registered nurse anesthetists (CRNAs). Sidestepping the larger hospitals, ASC's president targeted smaller hospitals and ambulatory surgery centers that lacked the infrastructure to recruit, retain and organize these highly trained professionals. The model worked for these facilities because



they could hire staff as needed, instead of staffing for the busiest times and then underusing employees.

Today, ASC links more than 30 sites in southern Michigan and employs 150 CRNAs, staffing 50 to 60 per day.

Santoro is a big believer in customer service, not only serving his clients, but his employees as well. He believes that meeting the needs of his employees improves efficiency, keeps turnover low and promotes a positive reputation for the company.

As a result of that investment, ASC has steadily grown to become a preferred provider in the market.

ASC also has several projects in the works, designed to distinguish it further from potential competitors.