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# SERVING THE GREATER CINCINNATI AREA

# BUSINESS COURIER



### SAND SLAM

Bob Slattery brings  
the U.S. Open of  
Beach Volleyball to  
Cincinnati | 4

BY DAN MONK

### THIS WEEK



## West Chester lands North American HQ

### Newly merged FillTek seeks to double space

BY TOM DEMEROPOLIS  
tderemopolis@bizjournals.com

A merger between a local e-commerce company and a German-owned firm is bringing a new North

American headquarters to the Tri-State.

Fulfillment Technologies LLC's merger with German-owned NETRADA Group creates an international e-commerce service provid-

er with 2,000 employees worldwide, more than 500 of which are based in West Chester Township.

Terms of the deal, which closed March 3, were not disclosed. Both companies are privately owned.

Fulfillment Technologies, also

### NORTHERN GROWTH



KRISTIN DAVENPORT | COURIER

FILLTEK, PAGE 37

FillTek is based near Mulhauser Road.

### AUTO KING

Jeff Wyler founded dealership network on innovation, insight | 21



### THE PITCH

Concepto LLC's founders plan to market new wound care product | 23



## For Kendle's new chief exec, test starts now

BY JAMES RITCHIE  
jritchie@bizjournals.com

Stephen Cutler, Kendle International Inc.'s incoming CEO, has the task of growing the downtown company into the top tier of an industry that rewards size.

It's a big job, as the gap is wide between Kendle, which had 2010 revenue of \$334 million, and the clinical-research industry's top half-dozen players, whose revenues range from about \$900 million to upwards of \$3 billion. Kendle helps biopharmaceutical companies to conduct both early and late-stage clinical trials as they seek to bring drugs to market.



Cutler

Cutler, who will step into the top role from the chief operating officer position when founder Candace Kendle leaves the CEO job on May 1, believes he can get the company there through efficient operations and organic growth. He also wouldn't rule out mergers or acquisitions.

He is not, however, offering many

KENDLE, PAGE 38

### SPECIAL REPORT: RACE AND OPPORTUNITY

# DECADE OF PROMISES

## Ten years after the riots, minority business still waits for Cincinnati to change

BY LUCY MAY | lmay@bizjournals.com

With a single unsuccessful bid for work with the city of Cincinnati, Apex Environmental Services became a symbol of the unresolved frustrations of the region's women and minority business owners.

Apex, a black-owned janitorial services firm based in Springdale, lost out on a six-figure contract to provide janitorial services for Greater Cincinnati Water Works, despite having a bid that was \$9,000 lower and ranked higher on the city's "scoring matrix" than the white-owned Columbus company that got the job in December. City officials explained the decision later by saying they were able to reach more of the Columbus company's references, and they didn't even know Apex was minority-owned.

The decision ignited a firestorm of criticism from the local African American Chamber of Commerce and the Cincinnati NAACP, both of which called the con-

This is the first in a Courier series about the intersection of race and business in Greater Cincinnati.

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DCI's Arlene Koth says she's not an 'introverted chicken' | 28

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Lifetime Hero Hoffman built foundation

HEALTH CARE HEROES



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# National volleyball tourney leaves beach for Tri-State

## Slattery signs deal to bring U.S. Open to Hahana

BY DAN MONK  
[dmonk@bizjournals.com](mailto:dmonk@bizjournals.com)

Serial entrepreneur Bob Slattery has signed a three-year deal to bring the U.S. Open of Beach Volleyball to Cincinnati every Labor Day weekend through 2013.

The three-day tournament, presented by Corona Light, was played on Southern California beaches for its first 4 years. But starting this year, the world's best players will converge on Columbia Township's Hahana Beach, a restaurant and bar with outdoor sand volleyball courts near the banks of the Little Miami River.

"Who needs an ocean? We've got Wooster Pike," joked Slattery, CEO and founder of Reach USA, a direct-marketing firm that has spawned more than a dozen different companies catering to coupon clippers, pet owners and travel enthusiasts.

Landing the tournament is a comeback story for not only Slattery, but the sport itself. The AVP Pro Beach Volleyball Tour, which Slattery hosted for five years, folded last summer. It emerged from bankruptcy in December, but has yet to announce new tournament dates.

Slattery is hoping his six-acre Hahana Beach site, which offers plenty of room for a 3,000-seat temporary grandstand at tournament time, will prove to be the most viable model for pro volleyball in the Midwest. He plans to either purchase and develop similar venues in cities like Indianapolis and Louisville, or sell franchise rights to operators willing to follow his model. He expects to pursue such deals after this year's U.S. Open.

### THE BREAK-EVEN POINT

"We're overlaying (the tournament) on top of an existing profitable operation," Slattery explained. Not only does he avoid rental fees at Hahana Beach, but the tournament itself receives a percentage of its food and beverage sales for the weekend. That makes it much easier to reach a break-even point, which Slattery estimates at \$300,000 for this year's event.

Landing the U.S. Open event is evidence that the concept has merit.

"Beach volleyball will always work with Bob Slattery," said Dave Williams, managing director of beach programs for USA Volleyball, the national governing body for the sport. "As long as it's working in Cincinnati, it'll probably stay in Cincinnati."

Slattery and Williams have known each other for a decade. Williams worked for the AVP Tour when Slattery approached him about staging a tournament at the Lindner Family Tennis Center in Mason. At the time, Slattery was president of Tennis for Charity Inc., owner of the facility that hosts the Western & Southern



BRUCE CRIPPEN | COURIER

**Local entrepreneur Bob Slattery built Hahana Beach with competitive volleyball in mind.**

Open. Initially, Slattery saw volleyball as a way to fill more dates in the tennis complex.

Over time, he grew to appreciate the cross-marketing potential among his various companies.

"You have all the hospitality opportunities with our customers, the ability to build in sponsorship opportunities" with ads placed in *Reach* magazine, ValPak and Housetrends, he said.

Williams is a powerful ally in a sport that seemed to be facing a bleak future just seven months ago. That's when the AVP Tour ceased operations, canceling five of its 12 events. The NBC-televised tour ultimately filed for bankruptcy in October and its assets were purchased by an investor.

Williams said he's working with promoters to establish five "major" events in Cincinnati; Belmar, N.J.; and Hermosa, Manhattan and Huntington beaches in California. Slattery's U.S. Open was the first to be formally announced.

"It was surprising to the players what a following beach volleyball had (in Cincinnati). They had some monster crowds," said Karch Kiraly, a beach volleyball legend whose Corona Light Wide Open tour will serve as a qualifier for the U.S. Open.

Williams said the five-city Beach Championship Series will be televised on the Versus cable network and some of its events, Cincinnati included, could count as Olympic qualifiers under a proposal now under review by the U.S. Olympic Committee.

"It's been a tough time for beach volleyball but it's turning around in a big way" said Ben Sturmer, founder and CEO of Leverage Agency LLC, a New York-based sports marketing company.

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