



#### WINNER: JAYSON DUBIN FOUNDER, INTERGI ENTERTAINMENT

www.intergi.com  
1000 E. Hillsboro Blvd., Deerfield Beach 33441  
(954) 418-0779  
jdubin@intergi.com

#### I AM INSPIRED BY ...

... people who have worked their way up the ranks to be successful.

**F**or a young, pioneering company in the gaming sector, Intergi has made some pretty "mind-blowing advances," says Entrepreneurs' Organization President Oscar DiVeroli, who met with founder Jayson Dubin.

Intergi is a gaming site representation company that serves customers on a global scale. Intergi partners with the foremost gaming Web publishers to provide advertisers with targeted ad placements. Today, the company is the leader in the global space,



MARK FREEMAN

**'At the end of the day, your reputation is all you have,' Jayson Dubin says.**

serving up 68 million unique hits a month and 1.5 billion ads a month, DiVeroli says. Since 2007, the company has become the

largest ad network of online gaming content – larger than Yahoo, Microsoft and others. Its 2010 revenue was \$6.3 million, up from \$4.8

million in 2009 and \$2.7 million in 2008. All this with only 23 employees – and a "very intense" leader in Dubin, the leader of a self-described "uncola" of his industry.

"He seems to never have a moment of peace," DiVeroli says of Dubin. "He's just driven."

Dubin's also a passionate, highly adaptive self-starter who believes that all entrepreneurs must be able "take an idea, run with it and make it a reality," he says. "Someone who is willing to make those hard decisions that no one wants to make and can adjust in every situation."

His advice to aspiring leaders: Books aren't sufficient. Absorb as much practical experience as you can. Lead by example.

"Don't ask anyone to do something you wouldn't do yourself," he says.

Next, lead not by fear, but by respect. "If you set a good example and lead with respect, you will have a motivated team that will strive for greatness," Dubin says.

Finally, protect your reputation at all costs. "At the end of the day, your reputation is all you have," he says. "While the product is important, people are buying you."

#### FINALIST: TOULA AMANNA OWNER/FOUNDER, FLASHBACK DINER

www.flashbackdiner.com  
220 S. Federal Highway,  
Hallandale Beach 33009  
(954) 454-8300

#### EDUCATION

|| Bachelor's, degree in computer science and master's degree coursework in Information systems, Florida International University

#### PERSONAL NOTE

|| "I am the classic success story of the immigrant who came in the U.S. very young and ended up owning multiple businesses and the property where I got my first job," Amanna says.

#### I'M INSPIRED BY ...

|| "... George Soros, Bill Gates and Warren Buffet. Each one has excelled in his field, they are visionaries that think and carry out what has never been done before, and they also come together to form a synergy for philanthropic and business causes.

#### I GET MY BEST IDEAS ...

|| "... studying and observation. I am a perpetual student. I will always be in school, in seminars or traveling, which is a more pleasant way of learning.



Amanna

Toulou Amanna knows that success can be tasty. But it still requires keen business insights and the proper foundation. That starts with a leader who possesses vision.

"Today's successful entrepreneur is a proactive visionary who constantly gathers information, analyzes it, and inspires a highly-functioning team to implement a business plan that is outside the status quo and has the 'wow' factor," she

says. "Future business leaders need to focus most on learning research methods as to how to get and process information from a much greater variety of sources than before because the business dynamics change too rapidly. By the time a textbook is written, it is already outdated."

Amanna's projects have a "wow" factor in facade, substance and service above what is considered standard, because clients become attached to businesses that appeal to their emotional side.

"Apart from having their needs met, people want to be thoroughly impressed and pampered," she says. "Competition and price then become secondary factors and not as important."

Flashback Diner is an upscale diner that offers great food, service and a beautiful atmosphere with a variety of dining at a reasonable price. It has become one of Hallandale Beach's signature landmarks. Located in the city for over 20 years, it has evolved from a small everyday diner to a popular eatery for people in the surrounding communities. A second diner, opened in Davie in 2009, offers the same theme, food and exceptional service.

In total, Amanna has 127 employees and nearly doubled revenue to \$5.1 million in 2010 from \$2.86 million in 2009. She credits local community and SBA funding programs to assist with the expansion.

#### FINALIST: JONATHAN COX FOUNDER/CHAIRMAN, THE FEDERATED COMPANIES

www.federatedcompanies.com  
801 Brickell Ave., Suite 720, Miami 33131  
(800) 523-7137

j\_cox@federatedcompanies.com

#### I AM INSPIRED BY ...

|| "... my team. At the Federated Companies, we have assembled a dynamic group of professionals with very diverse backgrounds. Working in a group setting provides great interaction, has formed amazing ideas and has shaped the future direction of our organization.



Cox

Jonathan Cox believes a successful entrepreneur is quick, nimble, aware of changes affecting his or her industry – and able to navigate them quickly.

"Today's successful entrepreneur possesses an ability to stay ahead of changes in their marketplace," he says. "While their counterparts are reacting to market conditions, the successful entrepreneur has already found a way to leverage them."

The real estate company Cox founded in 1999 capable of developing and constructing institutional quality assets, while maintaining the agility and cost controls of a smaller organization, today has 11 employees – and has remained true to its original vision. It has navigated several market cycles, acquired and repositioned nonperforming assets, profitably executed value-add strategies and has accumulated development rights for more than 3,000 units.

His keys to success have been an embracing of common sense – and a dislike for conventional wisdom. For example, he has a respect for – but no fear of – mistakes.

"Don't be afraid to make them. When you do, learn from them," he says. "When others make mistakes, learn from them. And hope-avoid making those same mistakes yourself."

He also strongly believes that "doing good is good business."

Meanwhile, Cox abhors the line "If it was easy, everyone would do it." "Don't believe that for a second," he says. "There are a lot of great ideas that were overlooked because they seemed so simple and so easy."

#### FINALIST: AMJAD SHAMIM CEO, AAJ TECHNOLOGIES

6301 N.W. Fifth Way, Suite 1700,  
Fort Lauderdale 33309  
(954) 689-3984  
amjad.shamim@aaitech.com

#### EDUCATION

|| B.S. Florida Atlantic University  
|| Advanced Management Program, Kellogg School of Management

#### I GET MY INSPIRATION FROM ...

|| "... the firm belief that America is the land of opportunity. My best ideas come from my team, not me.



Shamim

AAJ Technologies CEO Amjad Shamim believes integrity, clear vision, need for collaboration, leveraging global resources and a relentless pursuit for success define today's successful entrepreneur. He founded the company in 1997.

Today, it has 80 employees providing innovative health care technology products, including those for the health insurers and medical providers. Its innovations make the South Florida company a competitor to giants such as 3M, McKesson and Ingenix.

Although smaller in size and resources, its innovation is driven by the entrepreneurial leadership demonstrated throughout every individual in sales, marketing, operations and technology.

Shamim believes entrepreneurs must be able to "articulate the appropriate value proposition to your target audience, whether it's investors, partners, employees, customers or your family – the most important one of them."

Plans must be based on market research and needs. Emotion and ego only go so far.

"Your business initiative must be based on hard core facts and market research," Shamim says.

Finally, savvy executives know their cash flow and situation: "Remember, cash is king," he says. "Knowing your cash flow and maintaining a healthy cash flow can become a deciding factor in your survival."