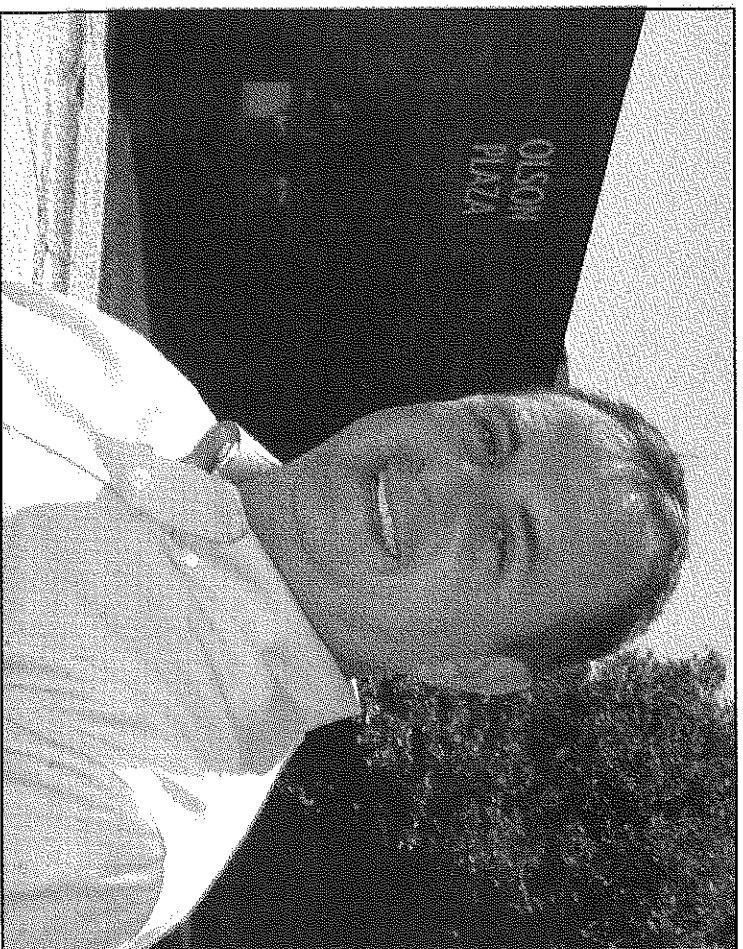


Cross Pointe Innovations' developments include Iowa debut, tech support



President Mark Mason... Telecommunications consultation firm reached \$1 million in savings milestone for clients this summer.

Last month, Cross Pointe Innovations hit another milestone: Saving clients \$1 million on their wireless accounts since the firm's inception in January 2009. President and founder Mark Mason said CPI hit this mark two years ahead of schedule.

"If you look at our timeline, I knew that with what we were doing that there was an opportunity to be successful but I didn't realize when we started it that

so many people would really be interested in taking a serious look at this part of business, and trimming back those expenses."

By wireless expenses, Mason indicated, the Papillion-based business closely

follows clients' costs in this area each month to assure that any savings isn't just a flash in the pan, so to speak.

But, more than anything, Mason looks at the big picture — what such savings can mean for businesses, particularly in a challenging economy. In some cases, Mason referred to organizations saving more than \$3,000

monthly, which can really add up.

"I wanted to put a business together that serves the needs of its customers before it serves the pocketbook needs," he said. "It's simple — serving the needs of others before yourself."

"I knew not only did I want to do that, but I wanted to contribute positively back to the economy and helping people out with employment opportunities."

Cross Pointe Innovations

Phone: 402-594-4551
Address: 609 Olson Dr., Suite 3, Papillion 68046

Services: consultation to identify cost savings on telecommunications, as well as accessories, phone buyback and recycling, and troubleshooting/support
Website: www.optitoday.com

This positive contribution is twofold: By providing operational savings, CPI can help a business that might have considered closing its doors, or terminating employees.

In addition, since Mason's team has been able to provide savings to clients, CPI has been in a position to grow; it added three more employees this summer — marketing and sales coordinator Jessie Noel, client support manager Jona Connolly and wireless mobility specialist Justine McClanahan, who will be based in the capital city and leverages four years' experience with Sprint Nextel in Lincoln.

In addition to a New York office, CPI also debuted in Green Bay, Wis., in September 2009 and Des Moines in January.

In another nod to job retention and creation, though it may seem from the outset counterintuitive, Mason stressed that CPI has a mutually beneficial relationship with carriers.

"They don't lose — they keep their customers and keep them happier longer," he said.

CPI was recognized on two fronts by the Greater Omaha Chamber recently, as it was named the Chamber's preferred wireless vendor and one of five affinity Chamber members.

"This endorsement allows us to reach the Chamber businesses to help them save money with their cell phones," he said.

The company was named a finalist for the Big O Excellence awards in the area of "innovation," which according to Chamber information, recognizes those individuals or organizations that envisioned and deployed an opportunity, are "creatively making a difference" and are "likely to be leaders in their field."

CPI has also built itself to be a "one-stop," in that it can also provide competitively-priced accessories, as well as phone buybacks and phone buy backs and recycling.

"We work very similar to any cell phone company that out there," he said, with the exception of, "We don't build out the cell phone network nor do we maintain the cell phone network, but we provide the sophisticated services that help [clients] control their expenses — the telecom expense management or TEM program."

He indicated its wireless support offerings are a recent venture, and enable clients' internal users to call CPI, as opposed to the IT department or customer care when problems requiring troubleshooting arise.

Correction

Paparazzi by Appointment is located at 4871 NW Radial Highway in Omaha. An article in the July 29 issue of the Midlands Business Journal inadvertently listed an incorrect address.

McClain's Custom Cabinets rises from recession, gains customers

Continued from preceding page.

He also admitted that many of their long-time clients have been farmers, and things are going well for that group of clientele with high-priced crops.

The McClains also saved money by stopping non-essential advertising and cutting back on everything.

"We used to have a good group health plan five years ago, but we couldn't do that anymore," he said.

In their 10,000 square-foot building, computer-navigated machines cut cabinet parts and label them. A couple dozen other

machines finish all the different pieces to the cabinets. Machines even do all the sanding, which had been done by hand a few years ago.

Ed's wife, Beki, performs the computer assisted drafting and design work.

McClain's Custom Cabinets

Phone: 712-366-3099
Address: 1120 35th Ave., Council Bluffs 51501

Service: retail and installation of custom cabinets and furniture

Employees: nine

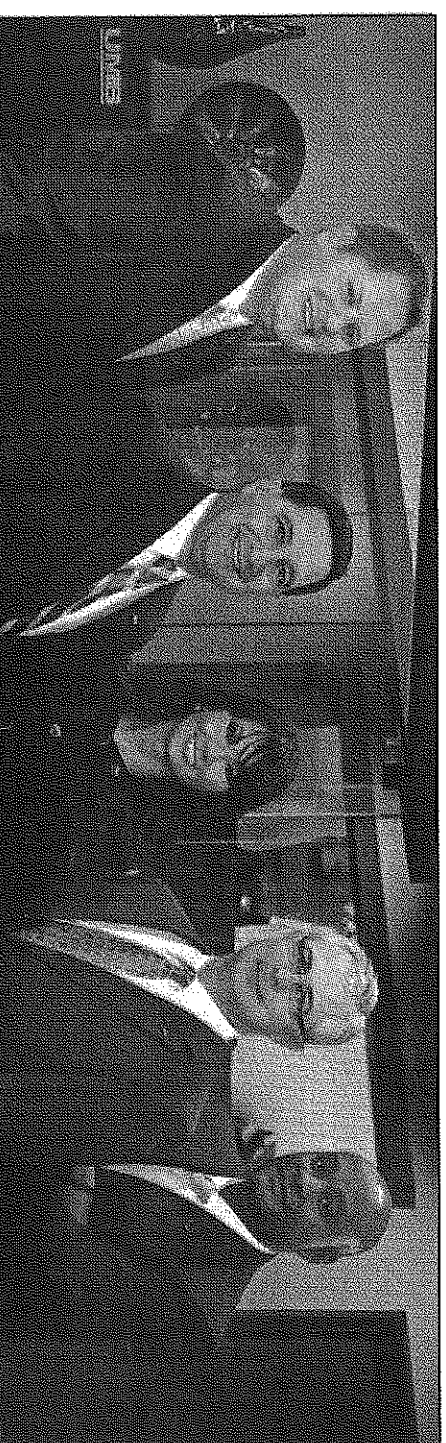
Founded: 2002 by Keith and Ed McClain

Industry Outlook: Clients continue to look for European, frameless cabinets.

Website: www.mcclainscustomcabinets.com

"She's been doing it for eight years, and she's good at laying out kitchens," McClain said. "People don't want their cabinets and furniture to look like everyone else, she helps them figure out where to put all the appliances and how to make the cabinetry look just like they want it."

One client even requested a custom bar to be built with Zebra wood. The wood, which comes from Africa,



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