

Jonathan K. Wilber

CEO
Master Key Consulting
Bethesda



While the current economic downturn is a challenge for the country, there is a silver lining for many small businesses, said Jonathan K. Wilber, CEO of Master Key Consulting. "We have experienced a surge in available and well-qualified candidates for open positions that we haven't seen in nine years."

Business owners need to be part of the economic solution. "Getting people back to work is the biggest issue that we must all commit ourselves to. For business owners, now is the time to create jobs and give more to our communities," Wilber said.

Essential to a business' success is identifying employee strengths and effectively utilizing them. "Matching people with jobs and opportunities that align with their individual gifts and talents is critical to the success of all companies in America," he said.

As private firms look to cut costs, Wilber sees an opportunity to grow his commercial divisions. "As large companies reduce their overhead costs, outsourcing is the best option for them to get things done without carrying permanent overhead expenses," he said. "Our IT support, training, Web development, interactive media and other services and solutions can help companies keep the ball moving downfield in a less expensive way as their business environment adjusts."

Based in Bethesda, Master Key provides IT and management consulting services to commercial and government clients. The company holds prime contracts with nine federal agencies valued at more than \$100 million. The company has regional offices in Portland, Oregon and St. Louis and employees in 11 states and the District of Columbia.

Prior to founding the firm, Wilber worked for his tribe on the Menominee Indian Reservation in Wisconsin managing federal grants. "The process for applying, reporting and complying seemed to change frequently, with little notice of information given to prepare us for the change," he said.

In 2000, with electronic government taking hold, Wilber was selected by another contractor to help with a guide for grantees. "Our business has grown from the first subcontract,

and we've kept our focus on helping the government continuously improve its public services," he said.

The toughest business decisions for Wilber arise when his company is passed over for a federal contract. "Sometimes the government does make mistakes, and we have used the processes available to us to challenge a size standard or protest a finding made by the government, he said. "We've won an appeal and lost an appeal, but those decisions are never easy."

The importance of strong ethical principles and public service are ideals Wilber works to cultivate within the company. Master Key employees have developed a set of key principles that guide their work every day. One of those principles – positively impact clients, community and company – is at the heart of the firm's approach to corporate community service. "We provide our employees with two paid days of community service time each year to encourage them to volunteer in their local communities," he said.

Background Information:

Website: www.masterkeyconsulting.com

Founded: 2001 **Employees:** 140

Age: 39

Education: B.S. in management, Cardinal Stritch University

First Job Held: Systems manager at Menominee Indian Tribe's substance abuse treatment center.

Hobbies: Reading

Favorite sports team: Washington Redskins and Green Bay Packers

Helpful business book: Execution: The Discipline of Getting Things Done by Larry Bossidy, Ram Charan and Charles Burck

Most admired person: Sister Martha Mary Carpenter, OSF

Would like to dine with: His dad, now deceased

Life motto: Enduring great companies preserve their core values, while their business processes and operating strategies endlessly adapt to a changing world. – Jim Collins

Dr. Ellen H. Yankellow

President and CEO
Correct Rx Pharmacy
Services Inc.
Linthicum



Rapid growth has characterized Correct Rx Pharmacy Services Inc. since it opened its doors six years ago. After winning a large statewide contract in 2005, the company grew by 40 percent overnight. "The result for Maryland is increased employment, increased tax revenue and increased growth for a woman-owned, Maryland-based company," said Dr. Ellen H. Yankellow, president of the Linthicum firm.

Correct Rx, a national leader in institutional pharmacy services, focuses on the senior-care and correction clients in 26 states including Maryland. "Correct Rx's model is based on pharmacy-directed patient care, superior service and advanced technology," said Yankellow. "That, combined with a culture of caring and accuracy, has proven to be a formula for success."

A proponent of advanced technology, Correct Rx will implement several key projects over the next few months. "They include an electronic order entry system that will allow our clients to go paperless," Yankellow said. "We are also in the midst of interfacing with several electronic patient health record systems. That, along with our advance bar code technology, will provide enhanced value for our existing and new clients."

Yankellow continues to impart to her 84 employees the message that "what they do and how well they perform their job makes a difference." She added, "At Correct Rx, we know that providing essential medications to the patients we serve is meaningful....The care that we provide to the patients that we serve is identical to the care we would provide to our own family members....'If it is the right way, it is the correct way' is more than a motto; [it's] a promise of excellence surrounding everything we do."

Given the current economy, public and private entities are more carefully scrutinizing their pharmaceutical budgets. "This requires that Correct Rx pay even closer attention to all of our customers and ensure that they are well informed of our services

and the cost-saving initiatives that will assist them as they manage their budgets," she said. "The bottom line is that we must demonstrate real value to our clients in today's economic environment."

A lack of confidence is today's most pressing economic issue, said Yankellow. "This is due to the fact that people have lost billions of dollars in investments combined with the decrease in their home values. The long-term problem is going to be managing the impact of trillions of dollars of debt. Certainly our children and grandchildren will be living with the implications of this worldwide recession long into the future."

To those looking to start their own businesses, Yankellow offers this advice: "Treat your associates well, provide excellent benefits, manage your cash, form a great relationship with your bank, pay down your debt and invest in a good accounting firm. Audited financials bring a tremendous amount of credibility to your organization as you begin to grow and bring on larger clients."

Background Information:

Website: www.correctrxpharmacy.com

Founded: 2003 **Employees:** 84

Age: 58

Education: B.S. in pharmacy and PharmD, University of Maryland School of Pharmacy

First Job Held: Waitress

Hobbies: Golf, reading, charitable boards and fundraising

Favorite sports team: Baltimore Orioles

Helpful business book: Small Giants: Companies That Choose to Be Great Instead of Big by Bo Burlingham

Most admired persons: Her parents

Would like to dine with: Jimmy and Rosalyn Carter

Life motto: I am guided by a strong sense of responsibility and integrity. These are the qualities that have guided and that have set the path for everything I have done throughout my life. I believe in excellence and expect it from others.