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SDBJ Poll

Several U.S. companies are poised to make their initial public offerings. What's the climate for IPOs in the third quarter of 2006?

- Strong.
- Average.
- Weak.

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Posted date: 6/26/2006

Executive Profile: Tom Dorosewicz

By **JULIE GALLANT**

SAN DIEGO BUSINESS JOURNAL STAFF

Whitestone TEC, Inc. founder Tom Dorosewicz has achieved what most executives strive for — an enviable balance between work, home and community.

Dorosewicz, 51, positioned himself by design.

He used his 20 years of experience in the retail marketplace and 10 years of tech experience to launch his own online retail firm in 2002.

“I spent time in the Silicon Valley and with other startups and wanted the flexibility not to be in the office 14 or 16 hours a day,” Dorosewicz said.

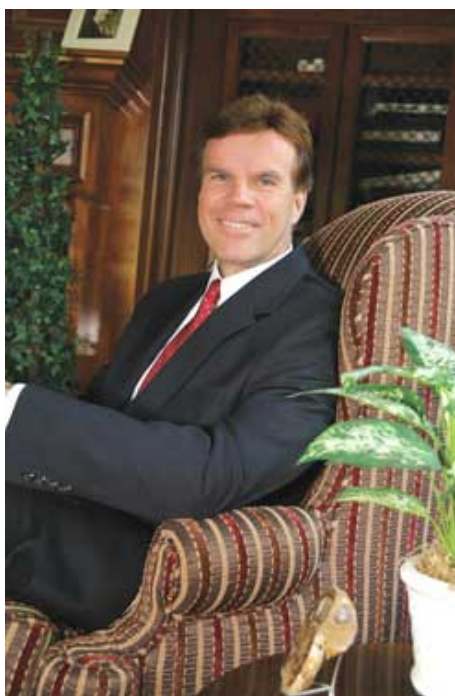
Then he chose to locate himself in a small Rancho Santa Fe office with two other employees, and opened a larger office in Denver where he finds a ready supply of developers to hire.

The “technology-empowered commerce” firm builds technology platforms to put small retailers on equal footing with the large retail chains in the competitive online world.

“Basically, we work with buying groups and distributors,” he said, valuing his customers’ revenue transactions at \$17 billion annually. “We give them the tools to provide order management, catalog information, pricing ... all the commerce information their customers need in one place.”

When Dorosewicz isn’t working he prefers to spend time with his wife and two daughters, and help mentor San Diego County businesses as chairman of the Chairmen’s RoundTable.

He’s volunteered with the organization for five years and spent the last two as




Reach Business Decision Makers

chairman. His significant contribution as leader has been increasing the number of businesses being mentored from a dozen annually to about 40. During the last seven years, RoundTable members have mentored 175 companies, primarily high-tech and biotech.

“I’ve been fortunate that the company is structured in such a way that I can run a successful business, yet spend time with something that’s important to me like Chairmen’s RoundTable,” he said.

RESUME

Name: Tom Dorosewicz.

Job title: Founder and CEO.

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