

Family Business

'We have worked out of our home for the past 18 years — so it is sometimes difficult to separate business life from home life'

Q: Describe your business.

A: Buddingh & Associates Inc. is a strategic marketing consulting firm specializing in searching out business potential for our clients. We work best with small to mid-sized family-owned businesses.

We have a proven track record of helping an entrepreneur who has a great idea and has been successful and is now looking to take their business to the next level. When that entrepreneur is ready to take the next step, B&A steps into the picture offering a customized actionable marketing plan to help achieve the business owner's goal. We sit down and discuss the long-term goals of the business and strategies to meet those goals. We provide clients with innovative solutions to marketing and business problems. We work best when we are considered a trusted adviser acting as the client's advocate in all areas.

Q: What has been the most difficult part of running a family business?

A: It can be all consuming. We have worked out of our home for the past 18 years — so it is sometimes difficult to separate business life from home life.

Q: If you could give one tip to another family business, what would it be?

Buddingh & Associates Inc.

707 Canyon Run Road,
Naperville, IL 60565

Number of employees: 3.5

Owners: David and Jeanne Buddingh

Year business started: 1994

Web address: www.BuddinghAssociates.com

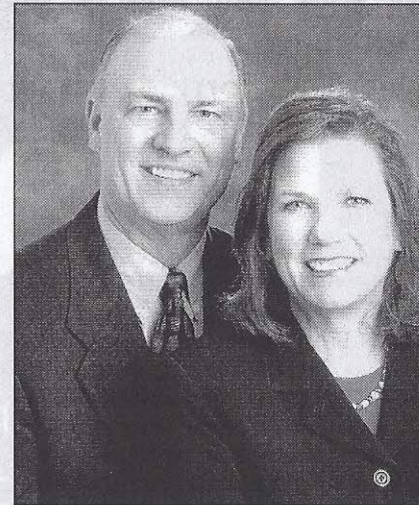
A: Keep at it. Having a family business can be challenging — but the rewards of working together for a common goal and trusting your business partner completely — that is priceless!

Q: How will the possible ending of the Bush tax cuts effect your business?

A: Not much impact at all.

Q: Do you have succession plan in place?

A: Not one to speak of. Initially we hoped our children would have an interest in the business. Both of them, David and Carrie, had worked in the business during their college summers and a year after finishing college prior to starting law school. They



David and Jeanne Buddingh

grew up listening to stories around the kitchen table of working with different businesses and helping them succeed. They both opted to become lawyers — but believe they learned a lot about business at the table. Good chance we will end up working for them some day.

Q: Describe a good day.

A: Working together to create a strategy that will help a client achieve their goals.

Q: Is this what you envisioned doing when you were young? What did you want to be when you were 10?

A: To start our own business had always been a dream for us. Before we even got married we talked about opening our own marketing consulting business. But we did not have the experience or expertise needed to tackle starting our own business. So we went to school, worked hard and saved to make it happen — all while raising our family. We gathered the best practices from our respective job experience and developed new ideas where we saw opportunity. On April 15, 1994, we put our collective knowledge to use and formed Buddingh & Associates Inc.

At 10 David wanted to be an NFL wide receiver — Jeanne wanted to be a dancer. Turns out owning a marketing company requires you to make the difficult catch from a client and then dance around when you reach the goal. So we think we are living the dream.

Q: What was your first job?

A: David's first job was a paperboy in Davis, Calif. Jeanne's first job was a cashier for Dominick's Finer Foods, Villa Park.