

# Governor's Cup Awards

## NOMINATION FORM

Return this form no later than **Friday, April 8, 2005** to:  
Mississippi Development Authority  
P. O. Box 849  
Jackson, MS 39205  
Attn: Governor's Cup Awards

### INSTRUCTIONS

- \*Nominations must be **TYPED** and each section completed thoroughly.
- \*Nominee must be a for-profit, private sector company.
- \*Nominate **ONE** business per category, use a separate form for each nomination.
- \*Attachments such as newspaper articles, photographs, press releases, etc., may be added only if reproduced on 8 1/2" x 11" paper.
- \*Previous nominees who did not win may be re-nominated, but criteria must be for the calendar year 2004.
- \*Any company that has been a previous winner may not be nominated again for a period of two years. For example, the 2004 Winners (for calendar year 2003) may not be nominated again until 2006 (for calendar year 2005).
- \*To provide accurate information, you may wish to work closely with the business in preparing their individual nominations.
- \***Attachments not sent in this format WILL NOT be accepted.**
- \***Videos or incomplete nominations WILL NOT be accepted.**
- \***Recognition must be for the calendar year 2004.**

### NOMINATED BY:

Organization Name: Hinds County Economic Development District

Contact/Title: Curnis Upkins, III/ Asst. Dir. of Business Development

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**CATEGORY** (check appropriate category)

Small Business  
50 or less employees

Big Business  
51 or more employees

Business Name: Red Laser Technologies

Contact: Mr. Adrian Jones

Title: President and CEO

Address: 1230 Raymond Road, Box 600

City/State/Zip: Jackson, MS 39204

Phone: (601) 965-0364

Fax: (601) 965-0362

E-mail: \_\_\_\_\_

Web: www.redlasertech.com

Additional sheets may be used if needed. If you prefer, you may send as a separate document as long as it follows the same format.

**COMMUNITY INVOLVEMENT for CY2004:** \_\_\_\_\_

Red Laser is currently volunteering its services for designing a website for the American Cancer Society.

In addition to this, in the past year, Red Laser has purchased gift certificates to reward a class of students at Canton Elementary school, donated web space for the Provine High School Robotics Team, purchased practice shorts for the Jackson State University baseball team, and supported a fundraiser held by WJSU through a monetary donation to benefit the university (JSU).

**ECONOMIC IMPACT for CY2004:** Red Laser's sales grew by 300% in 2004.

Much of this growth can be attributed to the company's growing list of well over 200 clients. Many of these clients are located outside of the state, thus, Red Laser has been successful in inviting "new money" into the state of Mississippi.

**HUMAN RESOURCES for CY2004:** Red Laser can be considered an excellent

example of what many are calling the new economy. The company has created a total of five (5) well paying jobs, as well as a web presence for nearly 200 entities in central Mississippi.



## Redlaser Technology

### A Rising Star in the Web World

By Cheryl Phillips

**W** “We saw a need for a business that would develop web pages. A web page was going to be like someone’s business plan. It is the invitation from your business to the customer. You take your business into their house.”

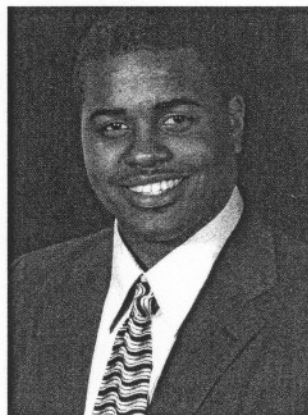
It was that simple vision and foresight that Jackson State University graduates Adrian Jones and Moreh Smith had in 2002 that has catapulted them into successful business owners today. Redlaser Technology, Inc. is penetrating the web world with laser like speed.

The design firm, which offers Internet and web-related services to organizations throughout the United States, has seen its business increase by a whopping 300% in the last year. What started as a plan to survive a declining job market and hopefully gain job security for the next 5 to 10 years is now an ever changing road map that is embracing not only technology, but any new developments the future may hold. The company specializes in custom web design and programming.

#### **Growing pains**

Jones, Redlaser Technology’s CEO and President, says it was the company’s move into the Mississippi Technology Alliance’s small business incubator, the Innovation Center, that put the business into overdrive.

“It was a hard road to get here. We started out in my mom’s hallway then moved into JSU’s computer lab. The problem there was that they would ‘re-do’ the hard drive every night so if you didn’t finish a project you had to start over the next day. We then moved into our first



*Adrian Jones*

actual office but it didn’t have any air or heat so July made us move out of there. At our next office a recreational company moved in next door. We would be trying to hold a meeting and the walls would be shaking from the sound.”

According to Jones, the move into the Innovation Center changed everything. “This facility has a corporate look and the product

speaks for itself. Once you get them in the environment the Center provides and give them the product with its high-end quality, it sells itself.”

#### **Unlikely pairing**

It is no surprise that Jones, a Jackson native, majored in computer science. However, his partner, Moreh Smith followed a different path - biology. While Jones admits they are an unlikely pair, it is their shared passion for innovation and technology that is a recipe for success.

“Moreh attended a magnet school in Atlanta which placed a lot of focus on computer programming. We are both innovative thinkers. We pride ourselves on going above and beyond the expectations of our clients. Anybody can do pictures and text, we try to give a custom design and let the business speak through the website,” says Jones.

### Facing challenges head on

Jones admits he too is amazed that a company that had no clients three years ago can boast 235 today. Jones and Redlaser's other 4-5 employees work 12-18 hour days to handle the heavy workload. "Our biggest challenge is realizing we are human, learning to separate work from other stuff and find a balance in life."

"We can do business with people all around the world. We currently have clients not only in Mississippi but also Louisiana, Tennessee and New York."

— Adrian Jones, CEO and President  
Redlaser Technology

### Embracing the future

In addition to web design, Redlaser Technology also offers other services to include website hosting and maintenance and internet marketing. Jones and Smith's future plans focus on maintaining and growing the business. They hope to increase the number of employees, thus providing more technology jobs in Mississippi. They want to change the concept that there is a lack of technology in the state.

"We can do business with people all around the world. We currently have clients not only in Mississippi but also Louisiana, Tennessee and New York." These entrepreneurs also want to expand their offering of web products, specifically software. Right now, Jones says he is happy with their business's success and especially location. "There is no other place like this to grow a technology business. It really gives you a place to get it going."

To learn more about Redlaser Technology visit  
[www.redlasertech.com](http://www.redlasertech.com) ✦

You may contact Cheryl at [cheryljp@aol.com](mailto:cheryljp@aol.com)

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