

# SHOPTALK



Greg Edwards

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## Chipping away

The Billy Goat Chip Co. began in 2002 as the Billy Goat Restaurant & Bar, which served great food, including house-made chips, until it closed and transformed into a chip maker in 2009. It's been chips ahoy ever since, with sales estimated at \$600,000

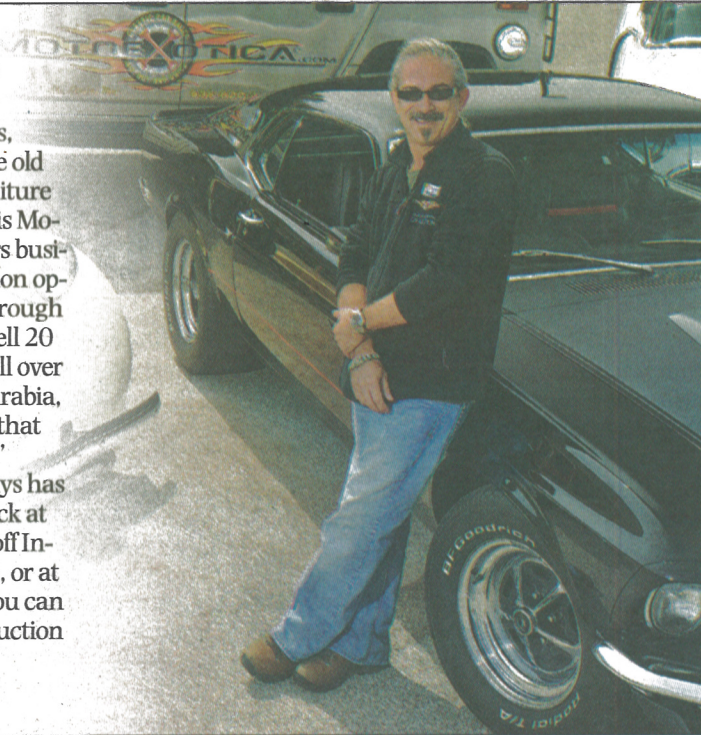
this year, up from \$386,000 in 2010 and \$98,000 in 2009, said **Theresa Rein**, who used to wait tables at the restaurant and now owns the company with **Brian Roth** and **Robert Lyons**. New are spicy chips called "Kicker" and expanded distribution to Alton, Grafton and Edwardsville, Ill., and Washington, Mo. Rein said Chicago, Kansas City and Memphis aren't out of the question.

## That's 4 percent

Four St. Louis companies made the top 100 in the nation by Roofing Contractor magazine: Allen Roofing & Siding, at No. 46, with \$12.9 million in revenue; John Beal Inc., at No. 49, with \$11.5 million; Innovative Construction and Roofing, at No. 85, with \$6.1 million; and Daech & Bauer Roofing & Remodeling, No. 99, with \$4.2 million.

## Who knew?

Over the last 10 years, **Scott Brandt** — of the old Jack Brandt Ltd. furniture family — has built his MotoeXotica Classic Cars business into a \$4.5 million operation, primarily through Internet sales. "We sell 20 to 30 cars a month all over the world — Saudi Arabia, France, Italy — and that was just this month," Brandt said. He always has 85 to 100 cars in stock at his building and lot off Interstates 270 and 44, or at [motoexotica.com](http://motoexotica.com). You can look and buy at an auction there Oct. 15.



MARK GILLILAND

## That makes two

GFI Digital, a print management and network services firm in St. Louis, has completed its second acquisition in 12 months, purchasing Advanced Image Systems of Jefferson City for \$4.5 million. It will enable GFI, which serves 15,000 clients across the Midwest and is projecting record revenue of

more than \$45 million in 2011, to expand in mid-Missouri said **Bruce Gibbs**, GFI president. In September 2010, GFI bought Quality Copiers of Perryville, Mo.

## A dog's tale

It started with Lenny, a dog that Lee Wil-

liams rescued. Because Lenny has allergies, Williams and his wife started making healthy, all-fiber treats for him. Then Williams got laid off twice in a year and decided to make the treats his full-time job. Boxador Bites is now in more than 25 retail stores in eight states and all Kennelwood Pet Resorts. Sales totaled \$25,000 last year, and Williams projects \$40,000 this year. He's in talks with Petco.

## Author! Author!

St. Louisan and small business expert **Susan Wilson Solovic**, co-founder of ItsYourBiz.com, is out with her latest book, "It's Your Biz: The Complete Guide to Becoming Your Own Boss," published by the American Management Association at \$22.95 retail. "What you don't know about running a small business can and will hurt you," she said.

## Fore!

**Ron Kruszewski**, chairman and president of Stifel Financial Corp., is an avid golfer and played in a Byron Nelson pro-am event this year. So perhaps it's not surprising that brokerage Stifel, Nicolaus & Co. is the new sponsor of amateur golf's most prestigious honor, the Haskins Award. For more than 40 years, it has been given to the nation's top collegiate golfer. Past winners include Tiger Woods and Phil Mickelson.