

# WICHITA

## COMMERCE

### **CRY WOLF?**

**Why Groundwater Pollution Casts a Long Shadow Over Wichita**

**DEVIL OR ANGEL?**  
**Two Views of KNSS' Rush Limbaugh**

**SCHOOL VOUCHERS**  
**Eric Yost and Carol Rupe Square Off**

**THE HIGH TECH OFFICE**  
Changing the Way  
Wichita Works

# *high fliers*



## **ART BRYAN**

Art Bryan hasn't yet hit the top forty, but he's broken into the Top 100 and is moving up the chart with a bullet.

Bryan owns Southwestern Remodeling, the 93rd largest remodeling company in the nation with revenues of \$3.3 million, according to Qualified Remodeler magazine. That's up from 115th the year before, Bryan says. Bryan projects sales will reach \$3.75 million this year and \$4 million by 1994.

It's hardly been an overnight success. Bryan was five years old when his father, a roofer, paid him to pick up nails at job sites. By fifth grade, Bryan was buying donuts for 30 cents a dozen and selling them for 60 cents a dozen on the way to school. "Eventually, I had five kids working for me selling donuts," he recalls.

In eighth grade, he got a learner's driving permit, borrowed money to buy a pick-up, and began roofing as a sub-contractor. He graduated from West High School in 1970 and started the company that evolved into Southwestern Remodeling.

Southwestern now employs 42, an unusually large number of full-time employees in an industry that relies heavily upon sub-contractors. "I used sub-contractors the first few years, but found I couldn't control the quality," Bryan says.

Quality is essential to Southwestern's growth. Although Bryan spends five to seven percent of

revenues on marketing to reach new customers, 50 percent of his business comes from referrals or repeat business.

As any great performer knows, you've got to give your audience what it wants to keep it coming back for more.

*Photos by Joshua Mostowitz*



**BRYAN**