

Friday, August 22, 2008

## **Fastest-Growing Woman-Owned Businesses**

### **StarTex Power's Marcie Zlotnik leads her firm to No. 1 ranking**

#### **Marcie Zlotnik - Chief operating officer and chairman**

Secret to success: "I believe the secret to success in any business is how you treat others. Whether it's employees, customers, vendors or even your competitors it's critical to listen. Only by listening can you really understand the needs of the business and react swiftly to implement change."

On balancing career and family: "Realize that you can't do it all — there is no such thing as supermom. It's impossible to run a business, be PTO president, team mom, exercise fanatic, mother and wife. The key is doing what you are comfortable with and doing it the best you can. I've come to realize that there's no mom who's immune from the 'guilt' whether she is at home or at the office. The best advice I heard was to take advantage of every moment you can with your children. How many of us talk on our cellphones etc. in our cars? What a great chance for one-on-one conversations without interruptions."

Heroes: "My father. He battled cancer for 20 years and never complained. He viewed himself as the luckiest man each and every day he was alive. The doctors once told us that it was his positive attitude that made his 11-hour operations so successful.

"He once told a friend of mine who was wondering how she was going to 'live' after finding out she had cancer: 'You have no choice, now get on with your life.' "

Cherished mementos: "All I have to do is look out my office window and see the 20 cubicles in front of me fully occupied and then look to my right and see our additional new 5,000 square feet full. I remember walking into the office in the early days wondering if we'd ever fill it up and being overwhelmed at the challenge."

