



Ernst & Young  
Entrepreneur Of The Year®

Alabama/Georgia/Tennessee

Awards gala | June 24, 2010

achieving potential not only for  
enthusiasm are inspiring others



Clockwise from top left: Joe Guerra, James A. Haslam, III, A.J. Kazimi, Keith Kantor, PhD

# Finalists

**Joe Guerra**

Sequoia Golf Holdings  
Newnan, Georgia

Sequoia Golf Holdings owns and operates 46 private golf clubs mainly in Atlanta, Houston and Denver. It operates under Canongate Golf in Atlanta and Denver, and The Woodlands and Canongate at the Woodlands in Houston. For over 40 years, Canongate Golf Clubs has provided the ultimate in quality, variety and value to thousands of Atlanta area families. There is truly no other private club network like Canongate in the world. The system's incredible success is the result of tremendous member loyalty and the dedication of nearly 1,000 Canongate employees who serve members and work behind the scenes in an attempt to constantly improve member satisfaction and value.

**James A. Haslam, III**

Pilot Travel Centers  
Knoxville, Tennessee

The story of Pilot Travel Centers began with the Haslam family in Gate City, Virginia, when James Haslam Jr. opened a four-pump gas station which would later grow into a chain of 100 stations. In 1976, when asked by his father to lead the business into the future, Jimmy Haslam had a vision of his own, and transformed the chain of gas stations into a chain of convenience stores. Under his leadership, Pilot Travel Centers is now the nation's largest travel center operator in the country and the largest seller of diesel fuel to over-the-road trucks. A typical travel center includes one or more nationally known chain restaurants, a broad range of retail merchandise and a variety of other services.

**Keith Kantor, PhD**

Service Foods  
Norcross, Georgia

Service Foods provides gourmet, all natural food that is both healthier and better tasting than the food you find at a local grocery store. In business for more than 27 years, Service Foods employs more than 100 people, and was recently honored as one of Inc. Magazine's 5,000 Fastest Growing Private companies in America. Service Foods specializes in all natural, fully-aged, grain-fed, grass-finished Black Angus beef; super select pork; Grade A free-range poultry; sashimi grade seafood; and Grade A natural and organic fancy vegetables.

**A.J. Kazimi**

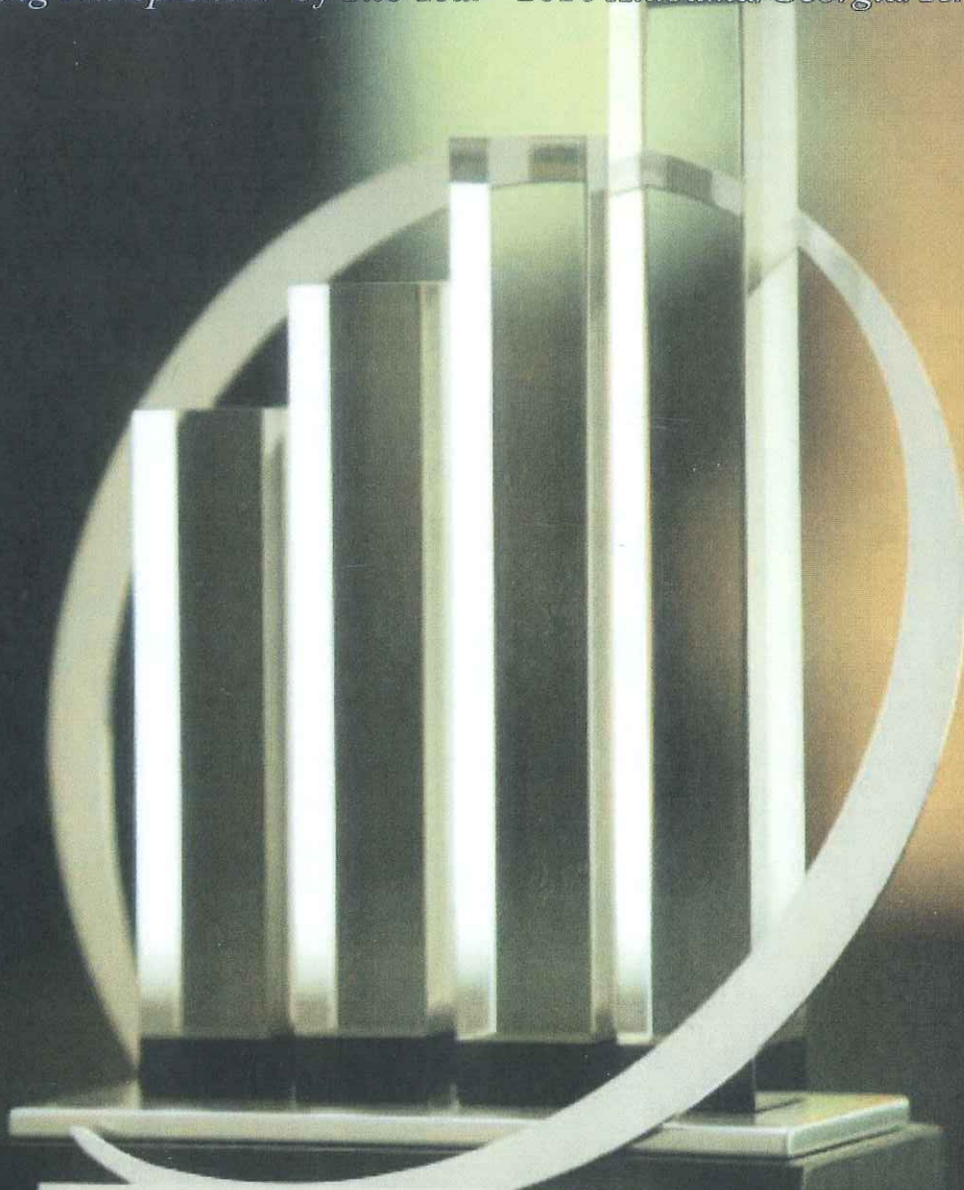
Cumberland Pharmaceuticals  
Nashville, Tennessee

Cumberland Pharmaceuticals is a specialty pharmaceutical company whose mission is to acquire currently marketed and late-stage-development pharmaceutical products and grow them through marketing to targeted, underserved physician segments. Cumberland is dedicated to providing high-quality products that address unmet medical needs. The strategy for achieving these goals is comprised of five key components: rigorous product selection, innovative financing, focused marketing, efficient operations and access to a long-term product pipeline.

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*Ernst & Young Entrepreneur Of The Year<sup>®</sup> 2010 Alabama/Georgia/Tennessee*



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## Manufacturing & Distribution - Award Recipient



### Michael F. Mansfield Sr., CEO - Mansfield Oil Company

Michael Mansfield's success has come at substantial personal financial risk and sacrifice. From the moment he put all his personal worth at risk to buy out his father's small local oil company at a very young age, Michael has had a vision of building the only fuel marketing and distribution company providing service across the country. While today most fuel marketing companies remain small local affairs, Micheal's vision has led to Mansfield Oil Company becoming a successful enterprise operating in all 50 states and offering fuel supply in more markets than even the largest global oil companies.

With endless debate of "food vs. fuel" issues and political positioning in sustainability issues, Mansfield was able to see that no matter the outcome of such debates, renewable and sustainable products will play a lasting role in the future. The C&N acquisition provided Mansfield with the launch pad for such a platform and an engine for rapid growth in revenues and profits. Since acquiring C&N, Mansfield has doubled business revenues, and the company is now positioned as a key participant in the emerging renewable fuels business for decades to come.

Michael is incredibly optimistic in his belief that Mansfield's primary responsibility is converting the chaotic and volatile petroleum industry supply chain into customer-friendly solutions. By doggedly following this client-centric philosophy, Mansfield Oil has developed a reputation for continuous business reinvention and innovation. However, Michael is quick to point out that he is in the relationship business – not the oil business. His vision for Mansfield Oil is to lead the way in renewable fuels and emission control fluids for the next 10 years. Both of these industries are just beginning, and Mansfield has already positioned the company as a leader as a result of business units launched in just the past 12 months.

## Manufacturing & Distribution - Finalists



### Keith David Kantor, CEO - Service Foods, Inc.

Keith Kantor has always possessed high standards for the business he runs, Service Foods, Inc. A decorated veteran, Kantro was awarded the Navy Cross for his valor in the first Iraq War. When it comes to overcoming obstacles, the old Marine in Kantor comes out. During the recent economic crunch, conventional business wisdom pointed to retrenchments, marshalling assets and consolidating. But Kantor did the opposite, doubling on his company's marketing, recruiting and information technology. These resulted in double-digit revenue growth, and inclusion in *Inc.* magazine's 5000 Fastest Growing Privately Held Companies in America. From 1981, Service Foods has since morphed into a full-service, all-natural and organic gourmet food company with seven offices in three states.



### Shashi Reddy, Founder & CEO - Case-mate

Looking for his next great passion following a string of successful start-ups, Shashi Reddy looked at the mobile accessories space and quickly decided that cases were the place to be. Creating quality cases for mobile devices, Case-mate is the company Shashi has helped to become a multimillion dollar enterprise since its establishment in 2006. The company currently has a total of 82 employees who go about creating the best products to protect consumers' mobile gears while making sure the design of the device is complimented and highlighted. Case-mate is currently building up its marketing team, delving deeper into existing sales channels and forging new ones, stepping up its presence into international tradeshows.