

**EMERGING**

**AWARD RECIPIENT**

**MICHAEL MURDOCH**  
co-founder, president and CEO  
AppRiver



# No fooling

How Michael Murdoch helped build AppRiver into a successful venture

**M**ichael Murdoch and Joel Smith delayed starting their company by one day because Murdoch did not like the idea of launching on April Fools' Day 2002. And since then, the company's success has been anything but a joke.

Some part of the company's success may have had to do with launching on April 2, but a better guess is the work ethic of Murdoch. The president and CEO of AppRiver was an entrepreneur at a young age, selling newspaper subscriptions at the age of 7. And by the time he was 10, he was delivering newspapers and collecting payments.

Murdoch worked a number of jobs throughout school, and at age 23, he became the first employee of a start-up company, which he helped grow into a national business. He eventually started his own enterprise systems integration consulting services company. It was through his business dealings with this company that Murdoch met Smith and formed AppRiver.

Today, the company has more than 100 employees serving clients across the United States, Europe and Asia. It provides e-mail and Web security services through encryption and secure file storage options and access to enterprise applications for any business through "cloud computing." And it is self-funded, with Murdoch and Smith as the only investors, so they can do business their way.

As far as what the future holds, Murdoch expects AppRiver to benefit from the current economy because its services and technologies can help companies save money. As they look for options for lowering costs and focus on issues critical to their success, AppRiver becomes a solution. It can remove the worry of data security and e-mail and Internet access and lower the customer's technology costs.


And while Murdoch's business goals are about money, his greatest satisfaction is seeing his employees, whom he calls "Appers," develop and grow. <<

**HOW TO REACH:** AppRiver, (866) 223-4645 or [www.appriver.com](http://www.appriver.com)

**EMERGING**

**FINALIST**

**NICK FRIEDMAN**  
co-founder and president  
College Hunks Hauling Junk



**FINALIST**

**OMAR SOLIMAN**  
co-founder and CEO  
College Hunks Hauling Junk



# Trash to treasure

How Nick Friedman and Omar Soliman took a summer job to new heights at College Hunks Hauling Junk

**F**ather doesn't always know best — sometimes moms can be helpful, too.

Just ask Omar Soliman, co-founder and CEO, and Nick Friedman, co-founder and president, of College Hunks Hauling Junk.

Friedman and Soliman were college students looking for a summer job when they pitched to Soliman's mom the idea of removing unwanted items from commercial and residential properties for a fee. That summer, the duo used her cargo van to implement their concept and made a nice chunk of change.

Upon his return to school, Soliman wrote a formal business plan and won first prize and \$10,000 in the University of Miami's 2004 Leigh Rothschild Entrepreneurship Competition. Even with that success, they didn't pursue the venture right out of college. But, about six months into their corporate jobs, they decided that hauling junk would be more fun than sitting in a cubicle.

Today, what started as a summer job has, in four years, expanded to a business with more than a dozen locations in major metropolitan cities. And annual sales have increased 200 percent in each of the last two years. The goal going forward is to have 150 franchises in the next five years and become the largest employer of college students by 2010.


Even with all of their success, Friedman and Soliman haven't forgotten their roots as college students. They are involved with College Bound, a charitable program established by CHHJ, where a portion of revenue from each job is donated to the program, which seeks to increase the opportunities for underprivileged youth to obtain a college degree. <<

**HOW TO REACH:** CollegeHunks Hauling Junk, (800) 586-5872 or [www.1800junkusa.com](http://www.1800junkusa.com)

**EMERGING**

**FINALIST**

**ZALMI DUCHMAN**  
founder and CEO  
The Fresh Diet



# Food for thought

How Zalmi Duchman started in his kitchen and took The Fresh Diet national

**E**ven as a child, Zalmi Duchman had the entrepreneur's drive — and it involved food even back then.

When he was 6 years old, Duchman sold candy bars to kids in his elementary school to earn extra money. Today, he provides a healthier diet as founder and CEO of The Fresh Diet.

In between food ventures, Duchman worked for a local condominium developer but realized the Florida real estate market was beginning to decline. At the same time, he received a call from a former roommate proposing that they start a kosher Zone Diet delivery service. After doing some research, Duchman discovered that he would rather pursue a daily fresh diet delivery service instead.

On Jan. 1, 2006, after work, Duchman — with the help of his wife — prepared meals and snacks for three clients and delivered the meals. He finished deliveries at about 7 a.m., made it to his day job and continued the routine for nearly two months until Duchman had enrolled 20 people in his daily delivery program. And at that point, he quit his condominium job to focus on The Fresh Diet.

Today, the company services clients in South Florida, New York, Chicago and Los Angeles, and Duchman projects expansion into San Francisco, Boston, Las Vegas, Dallas and Toronto within the year. He also has plans to enter the shipping business and the private labeling business, in which the company would collaborate with personal trainers and members of the health care industry to control the diets of clients and patients.

Duchman also takes part in green initiatives by eliminating the use of plastic silverware and using biodegradable containers instead. He will also stop outsourcing the driver/delivery portion of the organization and will instead maintain his own fleet of hybrid cars to transport the food directly to the client. <<

**HOW TO REACH:** The Fresh Diet, (866) 373-7450 or [www.thefreshdiet.com](http://www.thefreshdiet.com)