

NOW THAT IS FAST!

Who was the fastest when it came to company growth? For the fourth year in a row, Merlot Marketing made the list of fastest-growing companies in the Sacramento region.

With the economy struggling, there was a lack of enthusiasm by writers at *The Sacramento Business Journal* when it came time to generate their annual list of the fastest-growing companies. They wondered how much growth would be required to make the list. Would 2 percent be enough? It turned out that a single-digit figure wouldn't be nearly enough as the fastest-growing companies in the Sacramento region increased their revenue by at least 15 percent and as much as 1,222 percent. At 60.54% revenue growth from 2005-2007, Merlot Marketing ranked 45.



When asked about our growth strategy, President/CEO Debi Hammond responded, "Merlot's diligence to long-standing client relationships and focus on client service has allowed us to not only sustain but grow during a time when many organizations are downsizing. It's a testament to the value of our clients' products and services and the value of our efforts to successfully promote them."

The Sacramento Business Journal summarized three observations:

- 1. Expanding or changing marketing strategies was the most-cited reason for revenue growth.**
- 2. Green and clean tech companies dominated the top 10 spots on the list for 2008 with solar far and away the biggest growth sector.**
- 3. Government contracts continue to be a steady source of reliable revenue.**

The strategies for revenue growth are certainly as diverse as the organizations represented on the list. We are grateful to be in the company of such an impressive group that are all looking to grow and prosper during a time of ever-increasing business challenges. Here's to making the list again next year!