



A Rising Star in Silicon Valley

Song Woo - BGS 1998, San Francisco State University

He was once employed by two of the largest staffing firms in the world. He had drive, determination and the desire to build his own company, his own way. Most recently, he was named to The Silicon Valley/San Jose Business Journal's Annual "40 under 40" list as someone to watch, and is what some might call a rising star. He is Song Woo, Beta Gamma Sigma member and president of Lighthouse Management Group (LMG), once a start-up company that has become a multi-million-dollar firm.

Woo identified trends and deficiencies in the staffing and recruiting industry when he worked for the large firms. He took that knowledge and built his own company, which propelled Woo into

That was pretty much the genesis of my ideas and how I wanted to build up my company," said Woo. "I knew working in a larger, more corporate setting, it's not (easy) to be as entrepreneurial as you would like to be because of the bureaucratic structure that is involved. The best way I could build my vision was to start up my own company."

Woo's leadership of LMG is one of balance and know-how. He combines a profound respect for his staff with a commitment to ethical leadership and savvy business sense.

"First of all, the great people that I have working here with me, I think that's pretty much the driving force," he said. "You've got to have good people first and foremost. Second of all, you've got to have a certain culture within your team, and the best way to build that is to hire and mentor people with the same mindset. You've got to have, I guess, what I like to call a winning attitude...someone who is truly motivated by being successful. Obviously everybody wants to do well and make money and all the things that go along with that but you have to have people who are self driven and truly motivated to do well for themselves."

Woo laughs modestly when asked to attribute his success. He admits competition may be his greatest motivator.

"I'm probably the most competitive person I know. That's what drives me," he said. "It's not just competing with other people or other companies, I compete with myself. I want to continue to outdo and improve myself every single day,

the elite of the San Francisco Bay area.

"I worked for two of the largest specialized staffing companies in the world previously. Before I started up Lighthouse Management Group, I saw somewhat of a shift in the market in what companies and clients look for in our industry.



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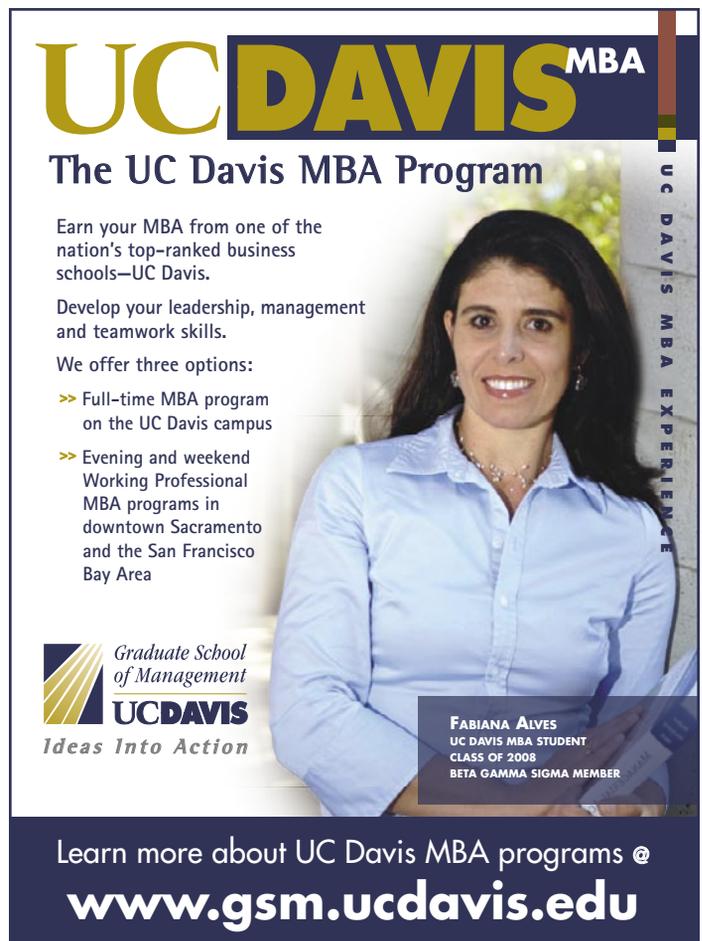
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every week, every year. I want to be the best I can possibly be. That type of mindset helps me to continue to strive and move forward. I'm never content. I'm just not satisfied. Whatever goals I achieve, I instantly set new goals and achieve higher standards so we can keep growing and continue to do better."

Woo also places a tremendous value on ethical leadership and incorporates ethics into the core values of LMG. It is a value that starts at the top and trickles down throughout the company.

"We always want to do what's right for everyone involved," he said. "We're not driven solely (by) making profit. Quality always comes first. Ethics always comes first. We conduct our business in a way where we are doing what's best for our clients and our candidates, not just what's going to make us the most money. So if we feel like something isn't up to our standards, we will not pursue that avenue. We want to make sure we do everything ethical with the proper business ethics and morals involved."

Woo also isn't afraid to make the hard decisions that go along with being on top. With the reality that every client may not share his moral agenda, Woo places his reputation above profits.

"In this business we work with every type of business and every industry you can imagine. With that being said, there comes times when certain companies or certain individuals when they do want people, they would ask us to look for a certain type of people, or person. If we feel

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Song Woo
President, Lighthouse Management Group



like it goes beyond our moral boundary lines, we won't work with that individual client, or person or company," said Woo. "We do what's best and what is right for the client but when they ask us to step aside or walk through some gray areas, we choose not to conduct business in that matter so we let them know."

This approach has paid off for Woo and LMG, although he says it can be hard to quantify the value of doing the right thing. He said he believes that most people in business are ethical, and it's important to maintain your personal and business reputation.

"Obviously we are a small company so it's probably a little bit easier for us to communicate our ethics all the way up from the top to the bottom more effectively," Woo said. "But, we have checks and balances in place so we don't cross that line. We've got a couple of different business units here that we always have to communicate with through meetings and various communications to ensure we are all conducting business in the right manner."

Clients of Woo echo this same sentiment. According to long-time and loyal client Angel Ruiz of Sunpower Corp., Woo's business practices are nothing short of spectacular. Setting up a food service for Ruiz's company, Woo impressed Sunpower Corp.'s top executives with his attention to detail and ability to deliver what he had promised on time.

"The job will be done on time and with real, good data. Song set up a cafeteria service here at my company, Sunpower. He was amazing the way he did it. He set up a food service and overall brought in a team of people and foods from many companies for us to try. His attention to detail was amazing," said

Ruiz. "I actually have to deal with them very little because anytime I call with a request, everything is done the way it has to be done. Everything is always on time and per plan, which is nice. They are a good team of people."

Lighthouse Management Group's growth, although important, is not Woo's only passion. He has an intrinsic desire to help those in need in the community. By holding workshops on resume writing, interviewing skills and career counseling, Woo hopes to help others achieve success and a better life.

"I like to help people. That's one of the main reasons why I got into this business, or in this industry, a long time ago," said Woo. "I work

with different groups and different leaders to help people become more successful. I provide free services with respect to career counseling. I try to help people get better jobs, be more successful and guide them in their career paths."

Woo moved with his family from Korea to the U.S. when he was four years old. His father died eight years later, and he learned a great deal about work ethic from his mother.

"I grew up here in the (San Francisco) Bay area..." Woo said. "Growing up I watched my mom work so much. My dad passed away when I was 12 years old, so she pretty much has been the focal point of my life and how I go about business and how I conduct myself." He said his mother's example has inspired him to reach the top.

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Hubert Glover

President, CEO and Co-Founder of REDE, Inc.



Photo by Craig H. Hartley/Houston Business Journal

Focus on Family Yields Small Business Success

Hubert Glover - BGS 1980, Clark Atlanta University

Patience, hard-work, great people who I have collaborated with, and doing my homework.” Those are the factors that Hubert Glover, president, CEO and co-founder of REDE, Inc., points to as keys to his business success.

With his 28 years of executive leadership, management consulting and operational management experience, Glover has effectively served corporate entities ranging from small business contractors to Fortune 500 commercial enterprises.

Prior to founding REDE, Glover served as president and CEO of PriceWaterhouseCoopers LLP’s Atlanta office. While there, Glover managed 200 employees and \$20 million in annual revenue. Glover has also worked in higher education, serving as a member of the business faculty at Clemson University, Howard University and Georgia State University.

Education has been a constant motivator for Glover, who received his

doctorate in accounting from Texas A&M in 1992.

“I think from childhood I have always had an insatiable thirst for knowledge,” said Glover, CMA, CIA and CPA. “I have always been a pursuer of information, and I think learning is a lifelong process.”

Glover attributes much of his current success to his varied experiences in the professional and educational arenas, and has found that the two different fields intertwine quite nicely.

“My professional experience has helped me to be effective in the classroom as well as in contributing to professional research,” he said. “At the same time the networks I have developed through my research have opened up doors and led to new professional opportunities.

“All of my business opportunities interact with one another. They have all been blended, interactive and integrated experiences.”

Glover’s background in education has influenced how he leads his company – taking more of an “educational approach” to management. “I try to educate my customers, and I try to educate my management team and my employees as well.”

With REDE, Glover heads an incredibly fast-growing company with 150 employees in seven states providing an array of professional and support services to a diverse list of clients in both the public and private sectors.

While still working full-time for other companies, Glover co-founded REDE in 1998 as “the proverbial started-at-home business,” he said. REDE was formed with a simple goal in mind – to earn enough extra income to help put his family members through college.

According to Glover, the importance of family is at the foundation of the company’s very core.

“R-E-D-E stands for family members,” he explained. “The co-founder’s name is Dr. Roni Glover and we have two kids and both of their middle initials are E and my middle initial is D,” so he explained that even the name itself was mixed with his love of family.

Tapping into the skills and knowledge that he had gathered from his professional experience within the business world, Glover used REDE as a vehicle to share his expertise with others. The company’s success has grown over time.

“It was something that if someone needed some consulting services, I would

‘A RISING STAR’ (cont. from page 11)

Woo attended Saint Mary’s College of California where he earned his MBA, and graduated magna cum laude with a bachelor’s degree from San Francisco State University in business analysis and finance. He earned the invitation and became a lifetime member of Beta

Gamma Sigma as a senior in 1998.

Woo’s excitement is apparent as his company makes plans to expand next year with a second location.

“We will definitely expand,” he said. “Right now we currently have one location in Silicon Valley but we are planning to open another location

probably third quarter of next year.” Future plans call for the company to expand into every major market.

With Woo’s drive, determination, competitive edge and emphasis on doing the right thing, there’s nothing stopping him from achieving those goals and more.