

## HOWARD PERLMUTER

PRESIDENT/M.A./A.C.P.C.T. (ADVANCED CERTIFIED PET CARE TECHNICIAN)

THE BARKLEY PET HOTEL & DAY SPA

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**OPENED:** February 2007

**JOINED COSE:** 2006

**WHAT HE DOES.** The Barkley Pet Hotel & Day Spa is a luxury resort for dogs and cats, featuring boarding, grooming and daycare services.

**HOW DO YOU BENEFIT FROM COSE MEMBERSHIP?** Because of its large membership base, COSE offers great economies of scale and purchasing power for utilities and health benefits. I also like the networking opportunities.

**FAVORITE THINGS TO DO IN CLEVELAND?** Power boating, sports events, theater, arts, historic sites, museums, and the Metroparks.

**IF YOU WEREN'T LIVING HERE, WHERE WOULD YOU LIKE TO BE?** Austin, Texas, or anywhere in southern California.

**PEOPLE WOULD BE SURPRISED TO KNOW THAT...** I'm a voting member of the National Academy of Recording Arts and Sciences (Grammy Awards). It all began at age 11, when I started my first business, a mobile DJ service. This led me to becoming a radio DJ during my teen

years and then to a career as a music producer and manager, where I worked with hundreds of celebrities on a daily, personal basis. My dogs became two of my best clients. I kept 100 percent of their profits; they never talked back and always showed up on time for work.

**WHAT IS YOUR SOURCE OF INSPIRATION?** My desire to succeed and achieve my personal and professional goals.

**IF YOU COULD HAVE A BUSINESS "DO-OVER," WHAT WOULD IT BE?** I would stay even more cash solvent by not spending money too far ahead of the actual need. Cash is king!

**THE BEST THING YOU'VE EVER DONE FOR YOUR BUSINESS IS...** Generate a detailed plan of attack to stay on target. We did extensive research and development to create a scripted "flight plan" for our journey, so we had the necessary resources to get from point A to B. We forecasted our course, knew our load and flight time, and how much gas we needed to get there.

**THE BEST THING YOU'VE EVER DONE FOR YOURSELF IS...** Go to grad school. I

received a Master of Arts with a concentration in communication and management. This allowed me to understand how to combine real-life experiences with textbook theory.

**PROJECT YOU'RE REALLY PROUD OF:** That I conceived and opened The Barkley—from notes on a Taco Bell napkin to a multi-million-dollar market leader that sets the standards for the industry nationally. No one thought I could succeed with this concept, but I maintained my strength and vision throughout the turmoil and negativity. I'm also very proud of who we've attracted as investors—high-profile, powerful CEOs, attorneys, and business leaders from whom I've gained not only financial support but also invaluable knowledge and guidance. <<

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### INTRODUCING... THE NEW COSE

back to basics," he said, echoing Millard's remark that COSE has always provided an educational component, and now more members are taking advantage of that.

What's different today is that COSE's voice is stronger—members can't ignore the array of opportunities to connect. Millard noted the "Join Your Cause" branding effort that is driving greater awareness of everything COSE offers. It's working. After attending a new-member orientation, one entrepreneur e-mailed COSE to say, "...there is a new group of people making things happen." <<

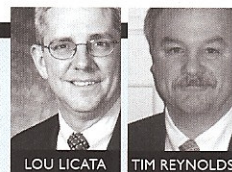
### COSE ANNUAL MEETING HIGHLIGHTS

After two years of dedication and service on the COSE Board of Directors, Lou Licata stepped down as chairman and introduced his successor, Tim Reynolds, president of Tribute Inc.

"We will continue to focus on the current products and services we provide, making sure we deliver them as well as we can, and expanding that delivery more thoroughly throughout Northeast Ohio," Reynolds said, speeding off to one of his first meetings as chairman. "It's been fun already," he adds.

Additionally, staff and volunteers were awarded for their hard work and commitment to COSE. Volunteers of the Year are Linda Bluso of Brouse, McDowell LPA and Sam Steinhouse, of SPS Partners LLC. COSE staff members recognized for their achievements are Richard Rivera, guest service coordinator, and Megan Kim, senior manager of event and program development.

Outgoing board members were acknowledged and thanked for their time of service: Jane Neubauer, Neubauer Land Management Inc.; Keith Ashmus, Frantz Ward LLP; Joe Lopez, New Era Builders Inc.; and Kirsten Gatewood, Gatewood Design Works. <<



LOU LICATA

TIM REYNOLDS