



Dell, NFIB Name Top 10 Finalists For 2007 National Small Business Excellence In Customer Experience Award

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Award Recognizes Innovative Use of [Technology](#) by Smaller Companies

Dell and the National Federation of Independent Business (NFIB), one of the nation's leading small-business advocacy groups, today announced the 10 finalists for the national Dell/NFIB [Small Business](#) Excellence in Customer Experience Award.

During an in-depth application process, Dell and NFIB challenged small business owners to show how they have used information technology to drive a significant change or develop a [competitive advantage](#) to deliver superior customer value and experience. The finalists were selected by students of the Vanderbilt University Owen Graduate School of Management.








"Providing good [customer service](#) is vital for businesses of all sizes, especially smaller companies trying to differentiate from the competition," said Frank Muehleman, vice president and general manager of Dell's small and medium business division. "This year's award finalists have embraced technology and are using it effectively to create a unique value proposition."

The award winner will be announced in July as part of a Dell small business event. The winning small business will receive \$30,000 in Dell products and services, a lifetime membership to NFIB and a day with Dell executives, including Chairman and CEO Michael [Dell](#), to share best practices at the company's headquarters in Round Rock, Texas. Nine finalists will receive a Dell™ Latitude™ notebook and a one-year membership to NFIB.

The 2007 Dell/NFIB Small Business Excellence in Customer Experience Award Finalists include:

- * EnerGov Solutions, Duluth, Ga., which provides leading government software solutions.
- * Greenling Inc., Austin, Texas, the only grocer in Central Texas that brings local and organic food direct to consumers through an innovative online interface and ordering system.
- * The Mastery Company, Ashland, Ore., a distinctive consulting and coaching service for dentists in private practice.
- * Medkinetics LLC, Franklin, Tenn., which supplies physicians, hospitals and managed care organizations with healthcare tools for credentialing doctors, hospital privileging and peer review management.
- * ParkingCarma Inc., Flint, Mich., enables members to locate and obtain virtual parking permits real-time via cell phones, the Internet or on-board navigation systems.
- * Pro Image Installers Inc., Navarre, Fla., a female-owned business that installs retail store fixtures, graphics, furniture and displays for nationwide chains, managing large-scale rollouts, remodels and retrofits.
- * Quality Medical Imaging, Las Vegas, Nev., a mobile digital imaging company that services homebound patients, nursing homes, hospitals and correctional facilities.
- * RealSource LLC, Alabaster, Ala., facilitates transaction management and support services for agents, lenders and developers in the real estate industry.

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* The Seed Day Care Center Inc., Yorktown Heights, N.Y., a nationally accredited, state-certified childcare center offering quality education for young children through a creative and nurturing environment.

* Symmetry Software, Scottsdale, Ariz., specializes in payroll-related withholding tax software applications for the Internet and corporate intranets.

"This year's finalists have taken first-rate technology solutions and enabled their businesses to offer a new level of service to their clients," said NFIB President and CEO Todd Stottlemyer. "Through our partnership with Dell, NFIB is proud to honor these entrepreneurs and continue to promote the important role technology plays in helping our members grow, compete and succeed."

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