

WELCOME TO



U.S. Small Business Administration

SMALL BUSINESS AWARDS BREAKFAST

Small Business Person of the Year



Hollis Thomases

Web Ad.vantage, Inc.

*Nominated by:
Maryland SBDC – Northern
Region at Harford Community
College*

Hollis Thomases



- Founder and President of Web Ad.vantage, a multi-million dollar business
- Core competencies include online advertising, search engine optimization and Internet strategy
- Clients list include: Nokia USA, Zurich North America, Nature Made Vitamins, Johns Hopkins University, and the Baltimore Area Convention & Visitors Association

Hollis Thomases



- Opened the business with no clients, no investment capital and no real knowledge of what she was doing
- Recognized the online marketing opportunity in its infancy, when businesses were primarily focused on building web sites
- Realized the secret to successfully utilizing the Internet lay in generating qualified website traffic and converting those leads into sales

Hollis Thomases



- Believes in educating and equipping customers with effective online marketing
- Came up with creative ways to hire and train people
- Developed a family-friendly way to work from home, with flexible hours for her staff, in-house and telecommuters alike

Hollis Thomases



- Maintains a corporate philosophy that work should be as equally important as one's personal life
- Serves on the Harford County Economic Development Advisory Board (EDAB) and the board of Harford County's Small Business Development Center and co-founder of the Digital Bridge Initiative

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The logo features the letters 'SBA' in a large, bold, red serif font. The background is a dark blue field with a repeating pattern of lighter blue stars, similar to the American flag. The letters are centered horizontally.

SBA

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