



**Kevin Center, Area Developer for the Atlanta Region  
and Owner of the Buckhead, Atlanta Store**

We had a chance to catch up with Kevin recently and hear more about him, his business, and helping NAWBO.

**Tell us about yourself.**

Beyond the exciting world of PostNet, I am married to my wife (Melissa), and we have three amazing children (9, 7, and 5) who actually keep us VERY busy. In addition to their school activities, all three will be playing baseball or softball this fall, and I will be coaching my oldest daughter's softball team for the third season. (Go Diamond Divas!) We also have a feisty cat named Lox.

**What attracted you to the PostNet business?**

I came from the world management consulting, where I feel like I was good at my craft, but didn't necessarily enjoy it. Rather than being a hired gun brought in to help solve other people's problems, I wanted to create my own problems. (And solve them of course!) PostNet provides an opportunity for me to apply my marketing skills and business acumen in an entrepreneurial environment, and from a much better position to make a difference, as I'm now working directly with business owners and decision-makers. And being able to focus day by day on growing my own business is a great experience!

**What are the key services you provide?**

I actually fulfill two roles: I oversee PostNet Buckhead's day-to-day operations, providing print solutions to small and mid-size companies and organizations. Our print products include everyday administrative and marketing materials such as business cards, letterhead and envelopes, brochures, banners, menu boards and invitations, as well as larger wide-format signage and promo items. Additionally, the shop is an authorized outlet for all major shipping companies (i.e., UPS, FedEx, DHL, USPS), and we rent physical and virtual mailboxes.

My second role is as Area Developer for the Atlanta region (and Athens and Macon). I am seeking potential franchisees who are interested in investing some time to determine if PostNet ownership is right for them, and I provide ongoing business support to those franchisees who do come on board as new PostNet owners. My ideal candidate may be an individual (or a family team) that has lived the corporate life and is ready for a change in which he or she has the authority to call the shots! Generally, we look for someone who has had ample work experience and is in a comfortable financial situation. Additionally, we often find good candidates come in the form of retirees, who just aren't quite done with their working life, but they can't see themselves getting "another job".

### **How are you connected to NAWBO?**

I feel a camaraderie - as a business owner and as a father to daughters - I want to show my support. I intend to be an active member of NAWBO and share in networking with other members, so that I might learn from their experiences as well as perhaps share some of my own.

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