



THE WHITE HOUSE

WASHINGTON

July 27, 2010

Mr. Robert B. Naylor
6076 Harmantown Road
Machipongo, Virginia 23405

Dear Robert:

This is just a quick note to wish you well as you complete your service in my Administration, and to thank you for your hard work at the Small Business Administration.

Serving the American people in one of our Nation's most demanding environments requires a deep and abiding patriotism. I am grateful for your commitment through long hours and personal sacrifice, and I appreciate your devotion to building a better, brighter future for all Americans.

I wish you all the best.

Sincerely,

A handwritten signature in black ink, appearing to be "Barack Obama", written in a cursive style. The signature is positioned below the word "Sincerely,".

Barack Obama

March 29, 2009

Subject: Letter of Recommendation for Mr. Robert Naylor

To Whom It May Concern:

It is with pleasure that I offer this letter of recommendation for Mr. Robert Naylor.

I first met Robert while serving as the Information Technology Director for the State of Ohio for the Campaign for Change, President Obama's election campaign in 2008. Mr. Naylor was brought in as the Regional IT Director responsible for 17 states, 6 of them battle ground states, and over 350 offices.

As a prior business owner as well as CIO, Mr. Naylor brought an invaluable amount of experience to the campaign. His technical knowledge, combined with his managerial and project management experience were crucial in his support of my efforts at the state level. He was integral to the success of the campaign in Ohio as well as the other 17 states for which he was responsible. His strategic oversight and vendor management allowed me to provide timely logistics to all our field personnel. The Ohio campaign was an intense grass roots movement. Mr. Naylor brought the right amount of structure and organization that was so critical for our success.

Due to the pivotal role that Ohio played in the campaign, I requested additional support from the Democratic National Committee's Obama For America, our parent organization. Robert volunteered to come, personally, to Ohio to help me on the ground in our efforts. I have not often seen this kind of dedication and commitment. As a result, I have had the privilege of getting to know Mr. Naylor on a more personal level. His vision, commitment to customer service, his loyalty, and integrity are unsurpassed. His efforts went beyond IT and bonded all elements of the organization together forming a much more cohesive and effective operation.

I would consider it an honor and my privilege to work with and for Mr. Naylor in whatever capacity for which he had a need. I would unhesitatingly recommend and support him in any organization that required strategic direction, teamwork, technical knowledge, and implementation. He is a true leader and friend.

Sincerely,



Jeffrey L. Nelson

Director of Information Technology
State of Ohio
Campaign for Change



Obama for America • PO Box 8210 • Chicago, IL 60680 • BarackObama.com

Paid for by Obama for America



Robert B. Naylor

From: Naylor, Robert B. [Robert.Naylor@sba.gov]
Sent: Wednesday, January 13, 2010 6:48 AM
To: robert@rbnaylor.com
Subject: Fw: White House Forum on Modernizing Government
Attachments: WH Forum_TechROI (2).doc; WH Forum Exercise_CustomerService.doc; WH Forum Exercise_Streamlining (2).doc

From: Kundra, Vivek
To: Naylor, Robert B.
Cc: Krencoy, Caroline
Sent: Tue Jan 12 13:46:19 2010
Subject: White House Forum on Modernizing Government
Dear Robert,

We are looking forward to your participation in the Forum on Modernizing Government this Thursday from 1:00 PM to 5:00 PM at the White House. With over 50 leading CEOs from a wide range of industries attending, including Steve Ballmer from Microsoft, Chad Hurley from YouTube, and Indra Nooyi from Pepsi, the forum is a tremendous opportunity for us to learn from the best of the private sector.

The forum will kick off with remarks by the President. Following the opening session, there will be breakout sessions on three topics – leveraging technology to streamline operations, leveraging technology to transform customer service, and managing tech ROI. In order to make sure we use the limited time we have to capture best practices from the private sector, the Deputy Secretaries who will be moderating each breakout session will be encouraging discussion among the CEOs who will be seated around the table. You will be seated, along with White House staff and media, behind the table to watch what we hope will be a lively discussion as it takes place. There will be a closing session in which one CEO from each session will report back to the broader group.

Please know that we intend for this forum to live on long after the event concludes. We are hopeful that connections between the Deputy Secretaries and the CEOs will lead to deeper relationships amongst our organizations and that you will be able to make connections with CIOs at some of these companies as well. Jeff Zients, the Chief Performance Officer, will discuss the plan for follow-up activities at the concluding session of the forum.

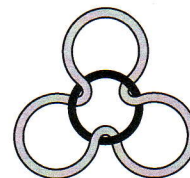
To prepare the CEOs for the breakout session discussion, we asked them to complete a homework assignment. I am attaching the exercises that we provided to them for your reference.

We are looking forward to seeing you this Thursday for this exciting event. Please send your full name, date of birth and social security number to Caroline Krencoy for security.

Please let me know if you have any questions.

Thanks,

Vivek



GREGORY LAKA AND COMPANY

SPECIALIZING IN EXECUTIVE SEARCH SINCE 1964

March 30, 2009

Subject: Letter of Recommendation for Mr. Robert Naylor

To Whom It May Concern:

We have had the pleasure of knowing and working with Robert Naylor for over 10 years. We purchased our candidate tracking system software, EZ Access, from Personic. The training program for this new software was conducted by Bay Breeze Technology Center, Inc. Mr. Naylor was the CEO of Bay Breeze. He has continued supporting the EZ Access product since we purchased it, even though the company Personic has since discontinued EZ Access.

Mr. Naylor has also been our main "go to" person for all of our Information Technology issues. When we moved our offices in November of 2007, Mr. Naylor completely and single handedly configured our network, and all of our PC's. There has not been anything IT related that he has not been able to help us with over the years.

Mr. Naylor has physically been in our offices for weeks at a time. After configuring our network he remained on site for an additional period of time, for no extra charge, to make sure everything was working properly. He is one of the most detail oriented, knowledgeable, dependable, and honest people we have ever met. Loyalty, integrity, and total concern for your business is what Mr. Naylor brings to the table. He has passion and vision for each and every company he works with, as well as his involvement with charitable organizations.

It has been refreshing and productive to work with someone that thinks "outside of the box" and always comes up with a solution. He is a great executive, and also a friend. He would be an asset in any position for which he is considered. I would highly recommend him to anyone who has a need for his exceptional talent and leadership.

Sincerely,

Gregory G. Laka
CEO



Position Description/Requisition

Date Required: _____

Date Issued: _____

New Position Existing Position Request for Re-Evaluation Part-Time Temporary

No. Req'd	Position Title Director, Computer Operations	Department Administration	Sal. Gr. 27	Salary Range
Name of Incumbent Robert Naylor		Location Fairfield	Reports To: Patrick Sweeney	Supervisor's Title President
<input type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt		<input type="checkbox"/> Addition to Staff <input type="checkbox"/> Replacement if so for whom:		

Basic Purpose

This position is responsible for the overall management and coordination of the Bank's data processing and computer operations area.

Position Specifications

This position requires a Bachelor's degree in a related field as well as five years of progressively more responsible supervisory experience in the computer operations area. A thorough knowledge of the Bank's computer system and programs is essential as are excellent analytical and communicative skills.

Functional Scope

Incumbents ability to properly manage the Bank's computer activities will directly affect its efficient operation.

Position Description/Requisition (continued)

Duties and Responsibilities

1. Develops, reviews, and recommends overall operations systems and procedures relating to the computer operations function.
2. Reviews and recommends new methods and procedures to make daily operations and processing more efficient.
3. Determines computer hardware and capacity requirements. Deals with vendors regarding the purchase, lease, or repair of equipment.
4. Participates in the implementation of new applications by determining best machine method for production of needed data and implementing necessary programming changes or corrections.
5. Performs other duties as assigned by management.

(Attach Additional Sheets If Necessary)

Organizational Relationships (Include supervision given and received)

This position reports to the President and works under his general direction. Incumbent is in constant contact with all levels of Bank personnel.

Requested/Prepared By:	Date	Reviewed By:	Departmental Approval:	Date	Human Resources Approvals:	Date
------------------------	------	--------------	------------------------	------	----------------------------	------

Goldman will head Orleans group

Benjamin D. Goldman of Glenside has been named president and chief operating officer of the Orleans companies and executive vice president of FPA Corporation, an affiliated public company. The Orleans companies include Orleans Construction Corporation and Orleans Corporation.

Prior to joining the Orleans organization, Goldman was president of Settlers Abstract Company of Huntingdon Valley, and Settlers Title Agency of Marlton, N.J. He was an attorney with the law firm of Wolf, Block, Schorr & Soli-Cohen before starting the title agencies in 1978.

Goldman earned his bachelor's degree from Boston University and his law degree from Temple University. He is a member of the American Bar Association, Pennsylvania Bar Association, Philadelphia Bar Association, American Land Title Association, Pennsylvania Title Agents Association, South Jersey Builders League and the Home Builders League of Montgomery and Bucks counties.

An avid golfer, Goldman frequently plays in area tournaments.

Chairperson

Roseann R. Assaraf of Huntingdon Valley, independent consultant and writer, is chairperson of the 1989 U.S. District 1 Conference of the International Association of Business Communicators (IABC) to be held in Philadelphia from Oct. 1 through Oct. 3.

Assaraf is currently an executive board member of IABC/Philadelphia, and is past president of the Chapter. She has received two EPIC Awards from IABC, which recognizes excellence and performance in the communication industry.

Assaraf has 14 years of experience developing brochures, newsletters, handbooks and training materials for corporations, and specializes in corporate communications and human resources.

Previously, she has been employed by Exide Corporation and Gimbels. She holds a bachelor's degree in communications and theater from Temple University.

Computer director

Peoples Bank, N.A. of New Jersey recently appointed Robert B. Naylor of Huntingdon Valley as director of computer services for their administration headquarters, operations center, and 14 branch offices. His responsibilities will include overseeing all computer system acquisitions, programming efforts, local area networking and supervision of programming and system support staff.

Naylor has been consulting for



BENJAMIN GOLDMAN



ROSEANN ASSARAF



ROBERT NAYLOR

Peoples Bank, N.A. both directly and indirectly for the past three years. In his previous employments, he has held the positions of programming and operations manager and systems and programming manager.

A 1982 graduate of Abington High School, he has been continuing his education during the evening at Beaver College and has attended several international courses at Trinity College in Dublin, Ireland, and Oxford University in Oxford, England.

Litigation associate

Arielle Long Kukafka of Elkins Park has joined the Center City law firm of Sprecher, Felix, Visco, Hutchison & Young as an associate in the Litigation department.

During the past year, Kukafka was an associate of the Pittsburgh firm of Sherman & Picadio. In 1988, she received her law degree from Cornell Law School. While at Cornell, Kukafka won the 1988 New York State Bar Association Legal Ethics Award for Outstanding Paper, and was a member of a national finalist team in the ATLA Student Trial Advocacy Competition in 1988.

Kukafka is a 1985 cum laude graduate of Brandeis University. She holds a bachelor's degree in economics.

Sales associate

The Prudential Reddington, Realtors is proud to announce that Diane Reddington has joined the firm as a sales associate. Reddington graduated from St. Joseph's University with a bachelor's degree in business marketing. Before joining Prudential Reddington, she spent two years working as a sales trainee for a commercial real estate firm in Center City.



ARIELLE KUKAFKA



DIANE REDDINGTON

Pet grooming move

Jenkintown resident Cyndi Smith-Campfield, owner-operator of Campfield's Pet Grooming, recently moved the business from Jenkintown to a new location in Horsham. Open for four years, the "beauty shop" for pets was looking for a new location since the sale of the present one several weeks ago.

"I'm sad to leave Jenkintown. I grew up in this town. But finding a reasonable rental in the area is very difficult," said Campfield, who also breeds and exhibits Yorkshire Terriers.

Campfield's Pet Grooming reopened at 319 Norristown Rd. in Horsham. The new phone number is 672-4233 and hours are Tuesday through Friday from 9 a.m. to 5:30 p.m. Mondays will be available in mid-August. Pet owners are cautioned to call early for appointments due to expected heavy flea season.

Elected to board

Terrence P. Sukalski of Abington, treasurer and chief financial officer

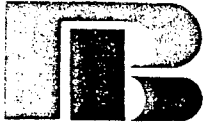
of Raymond Rosen Company, has been promoted to senior vice president/treasurer and was elected to the board of directors.

Sukalski is a leader in Whirlpool Corporation's Distributor Advisory Committee, where he aids in organizing meetings and seminars for Greater Delaware Valley Whirlpool distributors. Raymond Rosen Company is the largest independent service company for Whirlpool Corporation in the United States.

Synagogue board

Henry C. Fader, Esq. of Huntingdon Valley, a partner in the Philadelphia and Princeton law firm of Fox, Rothschild, O'Brien & Frankel, has been appointed to serve on the board of directors of Olney York Road Temple-Beth Am.

Fader, who is chairman of the firm's Health Law Group, has been involved in corporate, commercial and securities law for the past decade, with an emphasis on financing for a variety of healthcare pro-



PEOPLES
BANK, N.A.

A member of Peoples Bancorp

1 Passaic Avenue, Fairfield, N.J. 07006

(201) 882-8700

July 18, 1990

To Whom It May Concern:

As Senior Vice President in charge of the lending function of a mid-size Commercial Bank, I have been associated with Bob Naylor for over a year. Bob initially joined our bank with the specific responsibility of converting the leasing program that had become outdated for our use. Since that initial charge was completed ahead of schedule, he has set up a networking system for the lending area that, I believe is without equal.

Bob has shown to have extensive systems and programing knowledge. He was able to significantly reduce report preparation time, ease the flow of paper information, and provide interchangeable job functions. The necessary training was done with professionalism and significantly improved the overall user productivity.

I have found Bob to be hard working and dedicated. He never hesitated to put in overtime to get the job done, and while on vacation in Germany, he would call in daily to assure that everything was in working order.

Bob is a professional in every sense of the word and I strongly recommend him for any undertaking he may seek with your organization.

Please feel free to contact me to discuss Bob's professionalism, dedication, and qualifications. I may be reached at (201) 882-8700 ext. 281 during working hours, or (201) 846-6433 at home.

Sincerely,

Laszlo Hajdu-Nemeth
Senior Lending Vice President

LHN:cay



sanofi aventis

Because health matters

To Whom It May Concern:

It is my pleasure to offer this letter of recommendation for Robert Naylor.

In Robert's two year tenure with sanofi-aventis, Robert was dedicated to his position, valued quality of his deliverables, and was an asset to our organization. Robert has excellent written and verbal communication skills, can work independently, and is able to follow through to ensure that the job gets done.

Robert has held various positions within our organization. Robert routinely ensured that not only the specifics of the position were completed successfully but also assisted wherever needed, inside or outside his organization, to improve processes or people. Robert brings expertise in technology and management that is a rare blend in today's IT world.

One of Robert's key accomplishments was to help to ensure a successful operational transition to an outsourced Argentina based model. In that capacity, Robert helped to provide key financial analysis, identified critical operational processes necessary for transition, and helped to execute the transition smoothly with no interruption to our business users.

Robert's commitment to quality and his customers made him a valued member of our team. Robert was regularly praised by customers for going above and beyond what was necessary and delivering what was unexpected. He would be an asset to any employer and I recommend him for any position he chooses to pursue.

If I can be of further assistance, please feel free to contact me at 908-981-4083.

Sincerely,

Pedro Figueroa
Director,
Enterprise Server and Storage



SOLOMON-PAGE GROUP LLC
EXECUTIVE SEARCH • CONSULTING

October 13, 2003

To Whom It May Concern:

Robert Naylor was engaged in an open-ended consulting assignment with our firm beginning September 2002 in the aftermath of a serious security breach of our firm wide databases. As Solomon-Page is an executive search firm, our databases are proprietary information and it was critical for us to close our exposure, build a highly improved security program for our company overall and put the necessary systems and people in place to accomplish our goal.

A year later, all our ambitions for this significant undertaking have been fulfilled along with many other system improvement initiatives not originally anticipated, bringing Robert's assignment to a very successful conclusion. The benefit of his tenure with us has been apparent to every user in our company and our goals were exceeded, rather than met.

Robert is a big picture guy capable of analyzing, administering and providing the implementation for complex system endeavors and providing solutions appropriate to the scale and culture of the organization he is working with.

We are extremely grateful for the plan he designed and completed for our firm and have no doubt he will bring the same level of competence and commitment to any assignment or relationship he undertakes.

If there is any way I can be helpful to you, please feel free to call upon me.

Sincerely yours,

Lloyd Solomon
Managing Director

LS/mm



SOLOMON-PAGE GROUP LLC
EXECUTIVE SEARCH • CONSULTING

October 31, 2003

To Whom It May Concern:

I am pleased to offer this letter of recommendation for Robert Naylor and Bay Breeze Technology Center, Inc.

In September 2002, the Solomon-Page Group LLC engaged Robert and his team after we experienced significant data loss and down time with our recruitment databases from a security breach. Upon completion of the data restoration, Robert conducted a comprehensive security audit and analysis during the month of October 2002. As a result of the analysis and our infrastructure needs, we determined that the IT Department needed a new strategic direction, leadership and a complete reorganization. In November 2002, Robert was further engaged to act as our Chief Information Officer in a full-time/consulting capacity for one year, to provide us with a "turn-key" IT operation at the end of his contract.

The Solomon-Page Group is extremely pleased with the results over the past year with Robert's ability to maximize our return on investment by utilizing existing hardware and software while reducing our operating risks. He upgraded our operating systems to Microsoft 2000 with Active Directory, consolidated and eliminated 18 servers, upgraded our e-mail system to Exchange 2000, implemented Checkpoint Firewall-1, Norton Anti-virus, Surf Control spam/web filtering, remote access through the Internet, consolidated our Oracle databases, deployed Blackberry Enterprise, and conducted a Windows XP rollout for our entire staff. Additionally, Robert and his team have implemented several layers of redundancy, backup, and disaster recovery systems.

Robert is a very strategic, "big picture", type of individual that also has the technical ability to effectively manage and mentor IT professionals. He was able to create an IT culture that focused on sense of urgency, quality customer service, and organizational process. Robert consistently demonstrated his project management skills by providing detailed and summary information on each project to the management team, meeting timelines, and working within stringent capital expenditure limitations and budgets. As a CFO, I was very impressed with his ability to negotiate with vendors on our behalf and minimize overall IT expenses.

Please feel free to contact me for additional information, as I would not hesitate to recommend Robert Naylor and Bay Breeze Technology Center for any assignment.

Sincerely,

Eric M. Davis
Chief Financial Officer
(212) 824-1520



Two Bala Plaza • Suite 405 • Bala Cynwyd, PA 19004 • Phone: 610.667.7700

October 31, 2002

To Whom It May Concern:

It is my pleasure to provide this reference for Robert Naylor.

I have known and worked with Robert in various capacities for over three years. Initially we met when he was negotiating the sale of Human Capital Management Software, on behalf of the CEO of Personic Software. We maintained a professional relationship throughout the founding of his Staffing Software Training Solutions Company, Baybreeze Technology Center; and most recently he served in a consulting capacity as The Judge Group's Chief Technology Officer.

After I was promoted to Chief Information Officer for the Judge Group, Robert was the first call I made; even prior to notifying my family of my new position. We were stepping into a turnaround situation that can best be summarized by a quote from an external Information Systems Audit of RSM McGladery Inc., "The Company does not presently have a short term and long-term strategic plan in place." The very same auditor six months later would state, "One of the most significant changes that we have seen since our last review is the degree of attention being placed on developing a strategic plan for the IS organization. They are now in the process of executing this plan and holding people accountable."

Robert deserves a lot of the credit for our tremendous success. He brought and implemented a project methodology that focuses on customer service/satisfaction, execution and sense of urgency. His skills extend well beyond technology, he helped us to achieve over \$600,000 in tangible cost savings based on his ROI mindset. He fought tirelessly to improve the technical competency of our staff and devised systems to effectively monitor implementation.

On the basis of my experience with him, he would be a tremendous asset to any company that utilizes his services.

If I can be of further assistance, please feel free to contact me at 610-667-7700 x1537.

Sincerely,

Kenneth F. Krieger
Chief Information Officer

KFK/cmb



Two Bala Plaza • Suite 405 • Bala Cynwyd, PA 19004 • Phone: 610.667.7700

November 1, 2002

Subject: Letter of Recommendation for Mr. Robert Naylor

To Whom It May Concern:

The Judge Group hired Robert Naylor as a consultant for information technology at the beginning of 2002. His role was the equivalent of a Chief Technology Officer (CTO). His task was to establish best practices for our IT department which included evaluating processes, services, personnel, documentation and equipment. Robert worked closely with the CIO and myself during the year. Robert is extremely reliable and conscientious.

Robert's strengths include the ability to analyze, organize and communicate. These strengths are evident and consistent in his work. He pays excellent attention to detail and, in addition, understands the importance of the overall objective. Robert also has a keen business savvy that he used to save The Judge Group several hundred thousand dollars during the year 2002. The IT department was still able to meet or exceed all its critical objectives even with the reduced expenditures.

From my observation, Robert applied a practical and disciplined approach to the decision process in IT. Even though I am not an expert in IT, Robert communicated the issues in a manner by which a financial executive could understand. I was very comfortable with the way he presented his evaluations and he seemed to understand and address my concerns. The CIO and I were able to make the right business decisions because of Robert's input.

I have been very pleased with the IT consulting and value that Robert Naylor has delivered to The Judge Group. In addition, I'd like to state that Robert is very intelligent and applies discipline to his work. I find this to be a powerful combination for success and achievement.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Alessandrini".

Robert Alessandrini, CFA
Chief Financial Officer
The Judge Group



To Whom It May Concern:

It is with great pleasure that I submit this letter of recommendation for Robert and Bay Breeze. As the founder of Personic, I have known Robert Naylor for over five years. He was originally our first enterprise wide international client, CDI Corporation, and then became another success as an employee of Personic, assisting with strategic accounts and project management of key initiatives. After he successfully created a fully integrated Internet business-to-business application for Personic, I encouraged him to start his own services company to provide outsourced services for our organization.

Less than two weeks after my suggestion to start his own company, Robert presented a detailed and comprehensive business plan for Bay Breeze Technology Center, and was fully operational within two months! He recruited extremely talented trainers, report writers, developers, and customer service staff that truly embraced his values and dedication to quality and customer satisfaction. Customer references were immediately pouring in from their engagements.

Over the years, I have found Robert to be a very dynamic and dedicated individual. His operational, customer service, project management, and sales assistance abilities are second to none. I have always been impressed by his ability to complete projects on time, under budget, and with exceptional quality and functionality. He is truly a visionary with the ability to think ahead of the market's needs and directions.

I consider Robert to be a close personal friend and would not hesitate to recommend him or Bay Breeze. Please feel free to contact me as a professional and personal reference.

Sincerely,

A handwritten signature in black ink, appearing to read "Ankesh Kumar", written over a light blue horizontal line.

Ankesh Kumar
President and Founder



November 19, 2001

To Whom It May Concern:

I am very pleased to offer this letter of recommendation on behalf of Robert Naylor and Bay Breeze Technology Center, Inc. It has been a pleasure working with Robert as a peer and as our outsourced business partner over the past three years.

Robert and I worked together on many projects related to the integration of Peoplesoft, SAP, and J.D. Edwards. We also worked closely together managing strategic accounts and on customer service issues for our "at risk" customers internationally. His ability to defuse volatile situations and turn them into a "win/win" scenario is unparalleled in this industry. His customer empathy, resolution, and dedication are just some of the qualities that have contributed to his success.

Robert was able to "turn around" a customer that was pursuing alternative solutions into a very satisfied customer with an additional commitment from the customer for \$800,000 in new products and services! This was just one of the many examples that demonstrated his abilities and successful consultative approach.

As a business partner, we were faced with providing 120 days of training services during the months of November and December 2000, with less than 30 days notice. He was able to accommodate the customer's request of two shifts, six days per week, and deployed impressive Internet and video conferencing technologies post-training and for "go live". Additionally, his organization was able to provide the customer with an interactive CD ROM computer based training program that was of excellent quality and content as well as detailed report writing services. His creative approach to expense control and managing logistics was greatly appreciated by the client and was impressive to say the least.

I would highly recommend Robert Naylor and Bay Breeze Technology Center, Inc.

Sincerely,

A handwritten signature in blue ink that reads "Yvonne M. Brooks".

Yvonne Brooks
Director of Implementations

1717 Arch Street, 35th Floor
Philadelphia, Pennsylvania
19103-2768

215 569.2200
Fax 215 569.1750

March 27, 1998

To Whom It May Concern:

Robert Naylor was employed by CDI Corporation from July 1996 through February 1998 as the Information Systems Plan Manager. The ISP was a three year, \$24 million plan, to implement new technology and replace core hardware and software throughout the enterprise. Robert also had additional responsibilities in acting as the Recruiting and Placement Informational Database (RAPID) Project Manager, as well as temporarily managing the Help Desk, Operations, Networking, IT Purchasing, Micro Systems Support, and assisting the CIO with strategic IT directives.

Over the past year, I have worked closely with Robert during the ISP Council meetings discussing strategy, budgetary considerations, and timelines. I have found Robert to be very conscientious, dedicated, and committed to accomplishing objectives while remaining customer service oriented. He has been extremely professional, forthright, and accommodating.

Some of the technology that Robert's department has implemented over the past year have been as follows:

- Enterprise wide NT e-mail system using MS Exchange/Outlook
- Internet/Intranet
- EDI enhancements
- Network Management Systems (Cisco Works & NT HP Openview)
- Network Security (Application level firewall – NT Raptor)
- Frame Relay infrastructure (WAN)
- NT infrastructure (LAN)
- Data Warehouse (Web based and Client Server)
- RAPID (front office currently in roll-out)
- SAP (back office currently in initial stages)
- Oracle 8.0 on DEC UNIX
- DEC Alpha – multi-processor
- HP 9000, 969, Netserver
- DELL / HP support
- Octel Voicemail support

Robert has also served well on the IS Council, which comprises the IT leaders from across all business segments as well as working closely with our international operations to provide assistance and direction on establishing unified systems.

Robert has chosen to leave CDI on good terms in pursuit of his personal objectives. I would not hesitate to recommend him for employment based on my experience with him.

Sincerely,



Mitch Wienick
President & CEO
CDI Corporation

MW:srd

Making Technology a 'Breeze'

By Bill Massey

Given the folklore of high-tech companies being started in California garages by whiz-kid prodigies who then, through their interactive genius, created entire new American industries with previously unimagined production efficiencies, Robert Naylor, president of Bay Breeze Technology Center in Nassawadox, shouldn't be on the Eastern Shore. The "research triangle" of North Carolina, perhaps; maybe the silicon corridors of Boston or Washington, and definitely all the "silicon valleys" in California.

But, Nassawadox?

As Naylor explained, "Before I started Bay Breeze Technology Center, I'd often fly to the West Coast and see first-hand the fast way of living, with all the big salaries and stock options, but I wasn't impressed with either that lifestyle or the high cost of living that quickly followed. I knew that one day I would start my own company and it would be on the Eastern Shore."

(Continued From Previous Page)

ately understood the efficiencies they were creating. Consequently, by the time I was a senior I had become the company's purchasing manager: buying gold, casting rings, dental lab supplies, even plaster for the teeth. You name it, I bought it all on the computers. As I said earlier, it really made a big impact on me — how computers had the potential to, if not change the world, at least greatly increase business production."

After graduating from high school in 1983, Naylor attended Temple University while working a 40-hour week for the Keystone Water Company, parlaying his widening range of technical skills with his ever-growing business acumen. He rose to chief information officer for Keystone before embarking on a career which spanned several companies as a specialist in both design and installation of business hardware systems, as well as the appropriate software.

Because of the fluidity in his chosen field of computer systems design and installation, Naylor stayed on the move, though never forgetting the less complicated, endless days of pleasant living which he remembered on the Eastern Shore.

Consequently, in 1992, he purchased a 10-acre farm on Jacobus Creek near Bridgetown. However, because his technical skills remained

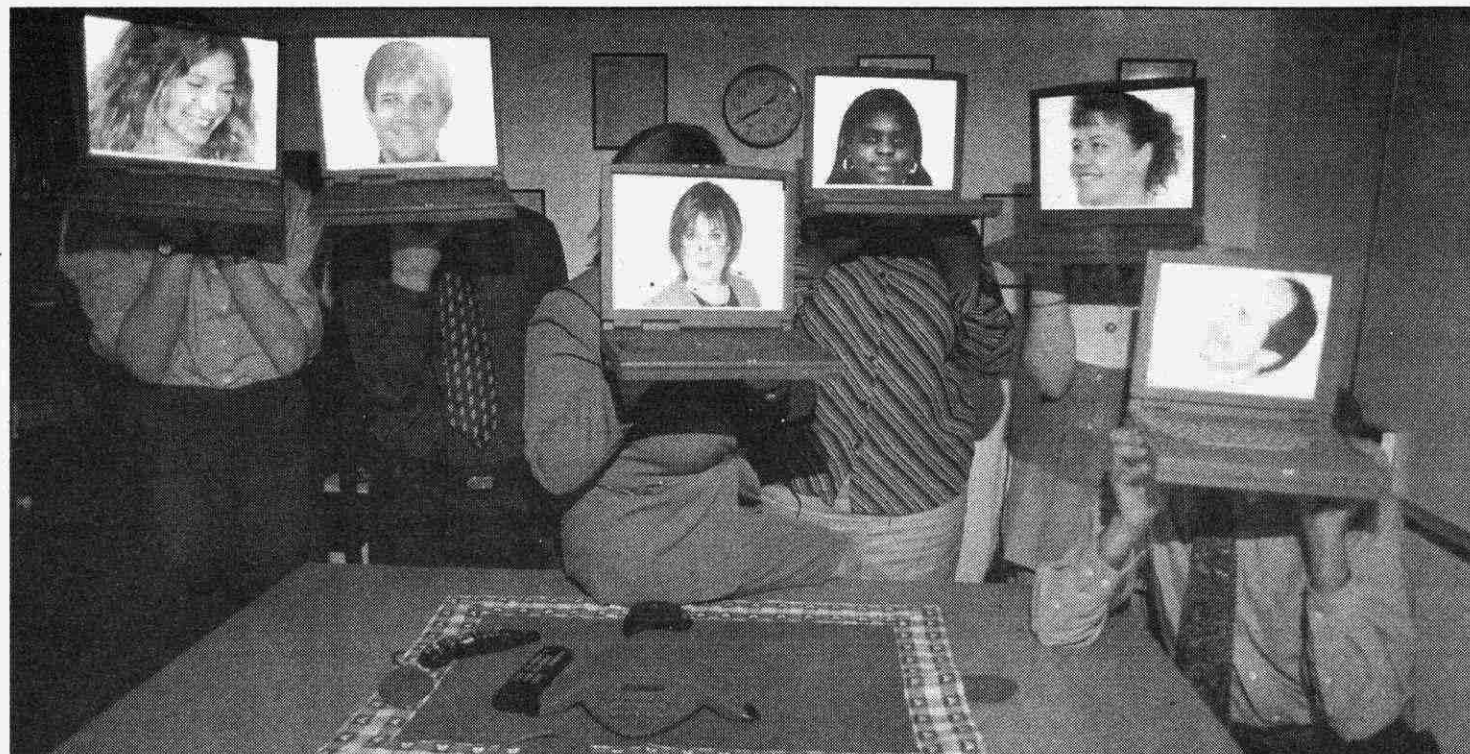


Photo by Erin Anderson

Using some of their computer know-how (from left), Lori Smith, Craig R. Howell, Amy Short, Tyquisha Summerville, Kelly Hewett, and Bruce Penland hold laptops with their images in front of their head in the conference room they use to go over training data for Bay Breeze.

Not that Naylor, 36, is exactly a country boy. Born and raised in the Philadelphia suburb of North Hills, he described his parents' financial status as lower middle class, family-oriented and loving.

"We didn't have a lot," he offered, "but still each year my father found a way to take us all on a small family va-

cation. That meant a lot to him and my mother, and us kids, too. One year we all came down to Tom's Cove Campground, and I never forgot it. I thought it was the greatest place in the world."

When Naylor was in high school in the early '80s the world of high tech was just beginning to bud. Microsoft hadn't even incubated, and Intel was

more or less still a computer chip in Andy Grove's eye.

"I got a job where my sister worked, in a dental lab, after school," he continued, "and the place was being integrated with IBM Series One Computers. Well, I couldn't get enough of them. I immedi-

(Continued on Next Page)

APRIL 25, 2001 • EASTERN SHORE POST • 5

constantly in demand, he could only, at best, spend select weekends there.

"Then, in March of '98," he said, "I was offered the position of director of technology and information for Personic Software in Brisbane, California; and this, though I didn't know it at the time, brought me to where I wanted to be full-time — on the Eastern Shore.

"Personic Software," he continued, "writes software for recruiting programs. Now, software," he emphasized, "is only as good as the person's ability to use it. With Personic, the creation and installation of their customized software is their core competency — not the training. So, at Bay Breeze Technology what we provide is the professional services to the staffing and recruitment industries with the emphasis on training. In other words, we are an outsourcing business partner of Personic, a private corporation which generates in excess of \$30 million a year in revenue."

In October '99, Naylor incorporated Bay Breeze Technology, and the following January opened for business in Nassawadox. He started with two employees, but now has eight full-time, and one consultant.

Among Bay Breeze Technology's



Photo by Erin Anderson

Robert Naylor is reflected from his TV by one of his video conference cameras in his office.

clients are Nortel Networks, Disney Studios, Eli Lilly, University of Maryland, Wal-Mart's corporate headquarters, Wells Fargo Bank, and Blue Cross.

"We've traveled to Argentina, Hong Kong, Singapore, Colombia, and England," he added, "plus we've worked with companies in 24 states, and Australia."

Of his employees, Naylor said, "It was always my intention to use local people in my business. Specifically, I wanted to provide jobs with upward mobility for college students who excelled and wanted to stay on the Shore. Laurie Ames Smith, who was born and raised in Hare Valley, for example, is my ideal profile for a candi-

date. She graduated top of her class at Longwood, has held leadership positions, and has excellent written and verbal skills as well as public speaking skills and a strong work ethic."

Other recent local additions to his company that fit this criteria are Kelly Hewett of New Church, Tyquisha Summerville of Parksley, and Bruce Penland and Craig Howell of Onancock.

By the end of this year Naylor hopes to have expanded enough to hire an additional four to six full-time employees. However, he's hesitant to say whether his company will remain in Nassawadox, or even Northampton County.

"Right now," he said, "we're at a point where, fortunately, we are growing, and I'd like to further invest in Nassawadox and Northampton County by purchasing an existing building and creating additional office space nearby, though we may have to consider relocating the business if we're unable to purchase the property due to a pending variance. But," he smiled, "we are very optimistic because of the strong support of the Nassawadox Business Association and town council, and that's one of the reasons I chose Nassawadox in the first place. It's got a hometown feel, and yet provides full services. And," Naylor concluded, "that's just how I want to fit in."