

2025 BRYAN ROTARY 10Business Performance Awards

A Summary of Brazos County's Fastest-Growing Private Companies



The Bryan Rotary Club Presents



THE 2025 TOP TEN FASTEST-GROWING SMALL BUSINESSES IN BRAZOS COUNTY

KEYNOTE SPEAKER: Jim "Mattress Mack" McIngvale



I:55 Fundraising, LLC dba I:55 Book Fairs Crystal Clear Cleaning, LLC 413 Custom Builders, LLC Fidelis Studio, LLC dba Fidelis Creative Studios Churchstreet Smokehouse dba Carnev's Kyle Estates dba Polite Coffee Arrow S Pest Control D4 Land Services LLC Binford Insect Control, Inc. Dietz Consulting

Kent Moore Cabinets

Recipient of the ANCO Insurance Award for Lifetime Business Achievement

Humanate Digital

Recipient of the Brazos Valley Economic Development Corporation Launch Award







A business house should be a public-spirited as a citizen... business is not a beast of prey, but the handmaid of civilization and progress.

Glenn C Mead Rotary International President 1912-1913



Brazos County Businesses on the Move

The Bryan Rotary Club designed the Bryan Rotary 10 Business Performance Awards as a community economic development program. Originally introduced in 1994 as the Newman 10 Awards, the program annually recognizes and honors businesses located in Brazos County, both small and large, for their achievements and the significant impact they have on the local economy. The program reflects the respect Rotarians have for all useful occupations and for the value of productive work.

Since 2016, ANCO Insurance, a HUB International company, has been the primary financial underwriter.

Anyone may nominate a business. After being nominated, an application is completed, signed by a CPA and submitted for calculation of annual growth based on the percentage increase of gross sales. The top 10 businesses are then ranked based on these percentages.

A qualified applicant must be an independent, privately held corporation, sole proprietorship or partnership that has been in business for at least five years. The company's headquarters must be located in Brazos County, and have sales greater than \$50,000 but less than \$25 million in fiscal year 2024. They must demonstrate a five-year sales history with an increase from 2023 to 2024. Franchises are not eligible.

The prestigious Bryan Rotary 10 Awards are presented annually to the top 10 fastest-growing businesses at an annual Awards Luncheon. Also presented at the Luncheon since 1999 is the Bryan Rotary/ANCO Insurance Award for Lifetime Business Achievement. The ANCO Award is given to a mature business with a history of success and respect in its industry, and has significantly contributed to the quality of life in the community through the years.

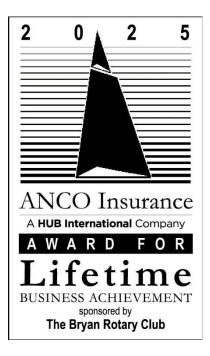
The Greater Brazos Partnership also presents their Launch Award, recognizing a new business for leadership and significant impact on the community

CONGRATULATIONS TO THE WINNER OF The 2025 ANCO Insurance Award for Lifetime Business Achievement – Kent Moore Cabinets

Kent Moore, founder of Kent Moore Cabinets (KMC), grew up moving often as the son of a Presbyterian minister. By the time he reached high school, Kent had lived in 12 different homes, including a stop in Alaska. Many of these homes were owned by small churches and in constant need of repair, sparking Kent's early interest in carpentry—a skill he honed by working alongside his father.

In 1972, as a junior at Texas A&M, Kent founded what would become Texas's largest custom cabinet manufacturer. What began in a duplex apartment has grown into an operation with 650 employees, two manufacturing plants in Bryan, nine design centers across Texas, and \$144 million in annual sales. Kent's business philosophy is simple. "The 10 keys to running a successful business are: #1 Quality, #2 Service... and the other eight don't matter," he says.

Kent's path to success was not without deep sacrifice during difficult economic periods. During the 2008 recession, he sold personal assets to ensure KMC could weather the storm and keep employees paid. KMC is family-run business; Kent's son Casey serves as President and CEO, while his sons-in-law, Kenny Bolline and Shawn Locke, serve as Executive VPs. KMC works with some of the most respected homebuilders in the nation, including David Weekley Homes, Toll Brothers, and Highland Homes as well as directly serving customers who are building custom homes.



KMC's Distinctive Strengths Include:

- Commitment to Quality and Craftsmanship: Kent often points to cabinets he built nearly five decades ago that are still in use today.
- Exceptional Customer Service: In the wake of Hurricane Harvey, KMC stepped up to help flood victims, even if they weren't original customers, which embodies KMC's culture of empathy and reliability.
- Resilience and Grit: KMC has survived everything from bankruptcy to natural disasters like an F3 tornado and Hurricane Harvey.
- Operational Excellence: Kent implemented systems and processes that allowed KMC to scale production while maintaining quality, such as jumping from 600 to 950 cabinets a day after Hurricane Harvey.
- Innovation and Technology: Kent and Casey embraced technology and system advancements to keep KMC efficient and competitive.
- Employee-Centered Culture: Even in hard times, Kent maintained a deep care for his team, as evidenced by the tenure of his employees. His executive team has 281 combined years of service, with the average tenure being 28 years. The expanded leadership team averages 21 years of service.

Community support is a cornerstone of KMC's legacy, with regular contributions to the College Station Education Foundation, SOS Ministries, OnRamp, the Brazos Valley Food Bank and the Alzheimer's Association. Kent's strong faith and commitment to integrity have built lasting trust with customers and employees. As for being selected as the 2025 recipient of the ANCO Lifetime Achievement, Kent reflects on his journey with humility, saying, "Success comes not just from building cabinets, but from building a life of integrity, perseverance, and service."

PRINCIPAL(S)

Kent Moore Casey Moore

PRODUCT/SERVICE

Custom Cabinet Manufacturing

DATE FOUNDED

1972

LOCATION

Principal office and manufacturing facilities located in Bryan, Texas

CONTACT INFORMATION

979-775-2906 www.kmc.net

PRINCIPAL(S)

Glenn Hawley and Jennifer Hawley

PRODUCT / SERVICE

Business/Ministry to Provide Books to Schools, Churches and Organizations Nationally

DATE FOUNDED

2015

SALES GROWTH

2022-2024 | 260.63%

NEW LOCATION

700 S. Bryan Avenue Bryan, Texas 77803

CONTACT INFO

979.450.7265 i55bookfairs.com

I:55 Fundraising, LLC dba I:55 Book Fairs

I:55 Book Fairs, founded in March 2015, is dedicated to partnering with schools, churches, and organizations to spread the name of Jesus Christ and inspire a generation of readers. The company's name, vision and tagline, "Where Faith Matters", is rooted in Isaiah 55, reflecting their belief that with God, nothing is impossible. I:55 Book Fairs was created to promote good literature for children, to cultivate lifelong readers and to provide essential funds to support their gospel and educational missions. The company's growth can be attributed to its passionate employees who deliver exceptional customer service, creating raving fans among their clients. Now conducting book fairs in 48 states, I:55 Book Fairs has recently moved into a larger warehouse and store location in Bryan this summer, a testament to their expanding success. This move will not only accommodate their eye-popping rate of growth but also enhance their ability to serve communities effectively and efficiently.

Being recognized as an award-winning business is both exciting and an honor for I:55 Book Fairs, according to owners Glenn and Jennifer Hawley, showcasing the hard work and dedication of their 40 team members who firmly believe in the company's mission. I:55 was also named 124th on Inc. 5000's 2024 Fastest Growing Private Companies in America with a staggering growth rate of 2,797% over a three-year period (inc.com/inc5000/2024).

The impact of hiring skilled individuals and moving them into leadership management positions, along with learning from the experiences of others has set I:55 Book Fairs apart in their industry. "Our employees know the expectations... allowing them to be creative while holding them to these expectations and letting them provide input on how to improve processes," Glenn says, is key.

I:55 Book Fairs desires to inspire, emphasizing the "difference between who you are now and who you will be in five years." Additional emphasis is on giving back, as Glenn notes that 20-25% of sales at every book fair is given back to the school or organization. "We also support non-profits with book fairs, giving them the entire proceeds," he said.

As they continue to grow and evolve, I:55 Book Fairs remains steadfast in their mission to raise up inspired readers and support organizations with excellent children's products. Their journey is a testament to the power of faith, dedication, and the unwavering belief in the importance of their mission. The future looks bright for I:55 Book Fairs, as they continue to make a meaningful difference in the lives of children and communities across the nation.

Crystal Clear Cleaning LLC

Crystal Clear Cleaning, LLC, was founded in 2018 by Lauren Galls and Robert Mandujano. Lauren and Robert recognized a gap in the janitorial services market while working for another business, and when their own office's janitorial service failed to complete tasks, Lauren would step in to maintain cleanliness. These insights spurred the creation of Crystal Clear Cleaning, currently a certified Texas HUB business program with certifications through OSHA Academy and the National CPR Foundation.

Starting as a small operation, Lauren and Robert handled all cleaning tasks themselves while working their full-time jobs. Their first major contract was secured in March 2019, cleaning a 14,000 square- foot building. Operating initially from their apartment, they washed towels and stored supplies at home. The turning point came in August 2019, when they won the janitorial bid for Bryan Texas Utilities. This success enabled them to quit their full-time jobs and focus entirely on Crystal Clear Cleaning.

The COVID-19 pandemic in 2020 brought an unexpected boost to their business, highlighting the critical importance of cleanliness. They took on disinfecting tasks for the Bryan Fire Department and Robertson County Courthouse. They purchased their first fleet vehicle in March 2022 and expanded to 25 employees. In August 2022, they moved into their first office and warehouse space, a significant milestone that accommodated their rapid growth. Crystal Clear recently renewed their agreement with BTU and added the City of Bryan to their list of clients.

Now with 74 employees, they have been able to add new roles such as product delivery drivers and dedicated office personnel. "We have focused on building the custodial products to our service line," Robert explained, "and are able to provide clients with the custodial products they need in addition to the cleaning of their facilities."

The company's sparkling diamond logo and a catchy tagline of "If you want your business to shine like a diamond, give us a ring" describe their drive to provide quality service and products to make their clients' facilities sparkle. Lauren and Robert believe in investing in employees, fostering a supportive workplace, and maintaining strong client relationships. Their commitment to community involvement is reflected in their active participation in the Chamber of Commerce, the Hispanic Forum, SARC (Sexual Assault Resource Center) and their support of St. Joseph Catholic Church.

Crystal Clear Cleaning LLC is a repeat winner of the BR10, coming in at #8 in 2024. Moving up to #2 in 2025 is a testament to their rate of growth. Lauren, a graduate of Sam Houston State University, was excited for Crystal Clear to be named by the 2024 "Bearkat 79 Awards Program" as #4 out of 79 fastest growing SHSU alumni-owned businesses.



PRINCIPAL(S)

Robert Mandujano & Lauren Galls

PRODUCT / SERVICE

Janitorial/Commercial Cleaning & Supplies

DATE FOUNDED

2018

SALES GROWTH

2022-2024 | 86.46%

LOCATION

3601 E 29th Street #11, Bryan, Texas 77802

CONTACT INFO

979.571.5215 cccleaning-tx.com

413 Custom Builders

PRINCIPAL

Kevin Limmer

PRODUCT / SERVICECustom Home Builder

DATE FOUNDED 2019

SALES GROWTH 2022-2024 | 69.63%

LOCATION

7955 Greensboro Point Bryan, Texas 77808

CONTACT INFO

979.324.2187 413custombuilders@gmail.com 413custombuilders.com 413 Custom Builders is a full-service custom home building company founded by Bryan native Kevin Limmer. Kevin's journey in construction began at just 15 years old, working for his father's homebuilding company. While he started in the office sorting files, his passion truly ignited on the job sites—pulling nails, stacking rebar, and learning the hands-on craft of building homes. He credits his father not only for teaching him the art of homebuilding, but also the importance of building strong relationships—with both customers and the talented tradespeople who bring each project to life.

After leaving his father's company, Kevin spent time in commercial construction, working on everything from high-rises to hospitals. Still, his heart remained with homebuilding. With the strength of his wife, Amanda, and their shared faith in God, Kevin founded 413 Custom Builders in 2019 and took the leap to full-time in 2020.

After Mr. Jim Beard sold him his first lots, Kevin and Amanda began by building a home for themselves. That one house sparked interest from others, leading to multiple builds—and the business took off from there. Today, 413 Custom Builders continues to grow, fueled by hard work and a steady stream of referrals from happy customers. Being named a Bryan Rotary 10 winner is a moment of pride and gratitude for Kevin. "It doesn't feel real," he said.

The mission at 413 Custom Builders is clear and heartfelt: "[To] provide the absolute best home building experience." That mission is top-of-mind for Kevin every time he steps onto a job site, with a collaborative approach that makes sure each home reflects its owners' personalities and lifestyle. One client put it best, saying "Kevin, I don't know how you did it, but you took my wife's vision and turned it into a dream home we'll be able to live in forever."

When asked what he loves most about homebuilding, Kevin shared three things:

- "Serving the customer" He says he feels blessed to work with truly great people.
- "Family and flexibility" He says he loves involving his family in the business.
- "Pouring concrete" Kevin enjoys the precision and attention to detail, believing it all starts with getting the foundation right.

Kevin's passion for quality and his commitment to customer satisfaction are evident in every build. When asked what advice he'd give to a young entrepreneur, his answer was simple and sincere, "Pick something you love, and it won't feel like work."

Fidelis Studio, LLC dba Fidelis Creative Agency

Fidelis Creative is a full-service integrated marketing firm specializing in brand strategy, creative design, websites, marketing, media, photography, videography, and copywriting. Known for designing many highly recognizable logos, including those of past BR10 winners, Fidelis strives to help brands deeply connect with their clients' perfect markets.

Founded in 2007 by Tim Douglass and his wife, Fidelis began in a garage, where they worked late into the night amidst the smell of gasoline and fresh ideas. In 2016, Tim's brother Mark joined as a partner, helping to meet the growing needs of the business. Over time, while the core business plan has remained steady, the execution has significantly improved, with the company now shifting into acquisition mode.

The past few years have seen their share of challenges and triumphs for Fidelis, especially during the pandemic when many clients were affected by fears of a recession. The company had to pivot, focusing on opportunities rather than the prevalent narratives in the media. The turning point came when Fidelis hired a consultant to implement an Entrepreneurial Operating System, which brought positive changes to the leadership team.

Being recognized as one of this year's BR10 is a significant honor for Fidelis, reflecting the strong bond they have with the community of Bryan-College Station. The key to their success lies in their philosophy of treating people well, which has earned them loyalty from clients. The name "Fidelis" means faithful, a principle the company upholds in every aspect of their work, embodying the belief that business is a vehicle for bringing blessings into the earth.

Tim Douglass emphasizes that valuable lessons that have been learned through conducting business. They have constantly been guided by core values such as "fun wins" (it's the extra 2% that matters), "never trust a wizard" (don't be fooled by the one who claims they can do everything—be transparent), "blue-collar creatives" (not being afraid of the hard work), "get across the ice" (resilience and stamina in the face of a difficult challenge), "gusto" (taking initiative with enthusiasm), and "thankful start to finish" (never forgetting everything there is to be thankful for). These values shape everything Fidelis does, from their creative processes to client interactions.

Fidelis Creative's journey from a startup in a garage to an award- winning firm is a testament to their dedication, adaptability, and the strong relationships they have built. Their commitment to excellence and faithfulness continues to drive their success and growth in the dynamic world of marketing.



PRINCIPAL(S)

Tim Douglass & Mark Douglass

PRODUCT / SERVICE

Brand Strategy, Website Design, Marketing

DATE FOUNDED 2007

SALES GROWTH 2022-2024 | 55.58%

LOCATION

340 George Bush College Station, Texas 77840

CONTACT INFO 979.475.7189 fideliscreative.com

Church Street Smokehouse, dba Carney's Pub & Grill

PRINCIPAL(S)

Barry Ivins

PRODUCT / SERVICE

Restaurant - Pub and Grill

DATE FOUNDED

2010

SALES GROWTH

2022-2024 | 52.70%

LOCATION

3410 South College Avenue Bryan, Texas 77801

CONTACT INFO

979.823.1294 www.carneys.pub party@carneys.pub Carney's Pub is a local "Cheers-style" neighborhood pub and grill located at 3410 South College in Bryan. Since 2010, owner Barry Ivins has worked to create a space where people of all ages can meet new friends and neighbors. After purchasing the pub, Barry renovated the building and currently employs 30 people, several of whom have been with him for many years, along with many part-time students.

As the business evolved during the COVID-19 shutdown in 2020, the property expanded to include multiple large patio areas, enabling it to accommodate a larger crowd both indoors and outdoors. The expansion also features a children's play area, fostering a family-friendly environment. Regular events include Wednesday Karaoke and Trivia Nights, as well as Crawfish Sundays. They have also added a pub menu, and with the rise in popularity of craft beers, they introduced 46 beer taps with beer brand rotations every Wednesday.

As the City of Bryan has developed and revitalized, new multi-family homes have been built in the neighborhood, attracting new patrons. The influx of visitors to Big Shots, Aggie events, Legends Event Center, Bomber baseball games, the increasing student populations at local Blinn and Texas A&M campuses have contributed to the success of local businesses, including Carney's. Barry says his biggest challenge today is meeting the demand created by all of this growth.

When asked how he feels about being recognized as one of the fastest-growing small businesses in the Brazos Valley, Barry said "I believe I still have much to learn." He emphasizes staying humble and making his family his top priority. He says that one of the keys to his success is his staff, stressing the importance of teamwork and fostering a culture that allows his staff to grow. He has learned not to micromanage and to give the staff room to develop. "We all make mistakes, but we should learn from them," he said.

Carney's Pub and Grill has a guiding mission: to be the heart of our community, fostering connections through exceptional hospitality, quality offerings, and a celebration of local culture. "With integrity and a commitment to continuous improvement, we create memorable experiences, support important causes, and enrich the lives of our patrons while strengthening our neighborhood," Barry said.

Over the years, Barry has been involved with the Cattle Barons Ball, the Chamber of Commerce, and the Bryan Midtown Committee, and he currently coaches T-Ball teams for 5- and 7-year-olds. He and his wife participated in Leadership Brazos. Advice he would give to other small businesses? Barry says to embrace technology, and do not fear change. He emphasizes that "Change is normal, and I am grateful to the City of Bryan and its future planning."

Kyle Estates dba Polite Coffee Roasters

Polite Coffee is a partnership among Steve Turner, Barry Ivins and Ali Ivins. Before they met, Steve started with a food truck while an Army Ranger and was set to deploy to Afghanistan when he learned that he had also been accepted into Texas A&M University. While in Afghanistan, he realized how he missed Texas and drinking coffee. After returning to Bryan and graduating from A&M and the Bush School, Steve continued roasting his own coffee and selling at the downtown Bryan farmer's market.

Barry had already begun his coffee shop journey with Gogh Gogh Coffee in College Station and owned the historic Kyle House in Bryan. In 2019, just before the pandemic, Steve and Barry met and decided to join forces to establish Polite Coffee at the Kyle House, making their own pastries, scones and "Politetarts" and roasting their own coffee beans. The vision was to create a coffee company that embodied Texas friendliness and produced outstanding specialty coffee without being condescending. The name Polite reflects this mission, as in their tagline: "If there is one thing you can do today, be Polite."

Steve says a key to their success is resilience, saying "like falling off a horse, you get back on." He has studied the coffee process, from the initial stages of selecting the beans to the cup of coffee that their guests enjoy. Barry says his role at Polite is to be a salesman, whereas at Carney's Pub and Grill the salespeople come to him. Polite Coffee blends and single-origin coffees are now available at three HEB grocery stores, at four locations on the Texas A&M campus and at many local restaurants.

Polite Coffee has a philosophy of simply treating people well, both guests and staff. Their philosophy aligns with Carney's Pub & Grill, also owned by Barry, to be the heart of the community, fostering connections through exceptional hospitality, quality offerings and a celebration of local culture.

Their philanthropic focus is on profit-sharing with local non-profit organizations, churches and student groups. The company employs both full-time and part-time staff members, and their college student employees are encouraged to participate in various philanthropic contributions. Steve and Barry donate coffee to the Big Event and support veteran organizations, by donating a coffee brewer to the Bryan VA Clinic as well as conducting fundraisers for Brazos Valley Cares.

When asked about their feelings on being recognized as one of the fastest-growing small businesses in the Brazos Valley, both emphasize the importance of remaining humble. Although meeting the growing demand is their biggest challenge today, a key lesson learned is that growth is gradual and cumulative, reinforcing the importance of persistence and confidence in their plans.

Their advice to other small business owners is to maintain a sense of community. The focus over the past year has been on enhancing bakery processes, including baked goods for Carney's Pub, expanding the venue for small events, and increasing the variety of events and food offered at the new Grove on the Texas A&M campus.



PRINCIPAL(S)

Barry Ivins, Ali Ivins, & Steve Turner

PRODUCT / SERVICE

Roasted Coffee Beans, Coffee Beverages

DATE FOUNDED 2019

SALES GROWTH 2022-2024 | 40.38%

LOCATION

800 South Bryan Ave Bryan, Texas 77803

CONTACT INFO

979.775.8375 politecoffee.com

PRINCIPAL(S)

Trevor and Jenna Santana

PRODUCT / SERVICE

Residential, Commercial and Specialty Pest and Rodent Control

DATE FOUNDED

2017

SALES GROWTH

2022-2024 | 31.46%

LOCATION

4700 Elmo Weedon Rd, Suite 108, College Station Texas 77845 Mail to: PO Box 3188, Bryan, Texas 77805

CONTACT INFO

979.314.9386 Arrowpestcontrol.com

Arrow S Pest Control

Founded in 2017, Arrow S Pest Control provides residential and commercial customized pest control in the Brazos Valley. Specialty services include termite and wood-destroying insect treatment and inspections, and dealing with rodents, wildlife and other pests. The company also provides solutions to deter birds from inhabiting structures.

Trevor was already working in the industry, and when that company sold, the dream to build a family business was born. His wife Jenna, a 2011 A&M grad in biomedical science, says, "My family had their own business, and Trevor had the experience; he had his certified applicator's license, so we so we decided to start a business together." Trevor adds, "We started out with zero customers... it is hard, we went all in. There's no vacation when you begin to work for yourself."

The company has grown since Arrow S was named #8 in the 2022 BR10, now with a staff of 11 and with a greater ability to provide better pay and an enhanced work environment. Trevor explains, "You have to add people to add routes. " The addition of office support has helped to maintain their top notch customer service.

Jenna, who is also a certified pest control technician, says they treat both customers and employees like part of the family. "Our customers are very important to us; we know most by name and want to keep it that way," she says. "We're a husband and wife team and as we add new employees it is extremely important to maintain our family feel. We get along well and do things together outside of work... attending events, company parties, just having fun as a team."

Their tips for business owners? "You can never do it all and make everyone happy," says Jenna. "It's important to take care of your employees as well as you take care of your customers. We've been blessed so far in finding good people. You have your expectations, but you have to figure out their strengths and experience levels." Trevor adds, "You'll never hire yourself again!" Their key to success is their culture, focused on the "Do What's Right" motto: doing the right thing the first time. Each employee is to understand the expectation that customers will receive what they need, every time.

The Arrow S owners are thrilled to make the BR10 list again. Jenna says, "It feels very validating to see how our hard work has paid off." The company has also been selected Eagle Readers' Choice for pest control *seven* years in a row.

In showing appreciation for those that deserve it the most, Trevor and Jenna offer 10% off any pest control service for military personnel, public school staff and public safety first responders. Trevor and Jenna also support Still Creek Ranch and BCS Together, which works alongside donors, volunteers, and churches, taking a Christ-centered approach to serving in the foster system in our area.

D4 Land Services, LLC

D4 Land Services, LLC, under the leadership of Clinton (Dale) Dempsey, has established itself as a rapidly growing small business serving rural counties including Brazos, Grimes and Burleson specializing in land clearing, excavation, building ponds, driveways, and services for rural, residential, and commercial clients. D4 recently added services such as building metal buildings and barns, making significant strides since its inception in 2015.

Dale's journey began after his service in the Marines and a career in oilfield exploration, which required him to be away from home frequently. Seeking more time with his family, he decided to start his own business. Initially, Dale provided basic services on his own during the months he was home. Realizing the potential for growth, he expanded his skill set and service offerings. As demand grew, Dale hired his first employee and has currently grown the business to a team of six dedicated employees, including his wife Nicole, who maintains the office and schedules.

Dale explains how his military experience as a Marine taught him leadership, how to manage people and to take charge. He says this contributes greatly to D4's success, as well as the ability to set realistic expectations and to make every effort to exceed those expectations. "That way there are no surprises," he says.

"Diversification has been their best way of growing the business," Dale explains, along with retention of employees who provide clients with expertise and quality workmanship. "We are better at what we do, and more efficient now."

Dale and Nicole have two children, ages 6 and 9, and so Dale is a coach and manager for the Harvey Little League. The company supports the Brazos County Go Texans scholarships, Brazos County Youth Livestock Show and participates in the BCS Chamber of Commerce. D4's contributions have been recognized with the Chamber's Community Impact Award, highlighting their commitment to giving back.

Being recognized as one of the fastest-growing small businesses in the Brazos Valley is an honor that Dale and Nicole attribute to their unwavering principles of integrity, fair treatment of employees and customers, and smart financial management. They emphasize the importance of understanding the local and national economy.

In the past year, D4 Land Services has benefited from an increase in referrals, new services and clients, along with valued repeat customers. Despite challenges such as weather disruptions, inflation and supply chain issues, the company has maintained its momentum and continues to thrive. Dale's advice to other small business owners is to treat everyone fairly, understand their community, and know when to expand their team.



PRINCIPAL(S)

Clinton (Dale) Dempsey

PRODUCT / SERVICE

Land clearing, excavation, ponds and driveways; rural, residential and commercial services.

DATE FOUNDED 2015

SALES GROWTH 2022-2024 | 24.82%

LOCATION

7374 Harris Lane Bryan, Texas 77808

CONTACT INFO 979.676.1985 d4landservices.com

PRINCIPAL(S)

Brien and Christi Binford

PRODUCT / SERVICE

Residential and commercial pest, termite, animal and rodent control; lawn and tree fertilization

DATE FOUNDED

1947

SALES GROWTH

2022-2024 | 20.49%

LOCATION

1224 South College Ave Bryan, Texas 77803

CONTACT INFO

979.822.5524 Binfordinsectcontrol.net

Binford Insect Control, Inc.

Binford Insect Control, Inc. was founded 78 years ago by Brien's grandfather, George Binford. "He saw the need for pest control services after being involved in some federal funded Mosquito Vector Control Programs with the State in Grimes County in 1946," Brien explains. "When the state phased these programs out in early 1947, he realized there still was a need, so he started doing pest control." The business has always been run and operated by family, now employing the 4th generation of Binfords. George's two sons, Bill Binford and Ed Binford continued his legacy, continuing to run the company the way he meant it to be. Now, Brien Binford has taken over the company and his son Blake joined in, bringing the total to 13 employees.

Brien and Christi are proud of their very low employee turnover, considering their current challenges of finding good hard workers and spending the time to train them as the Brazos Valley area grows rapidly. "Continuing to retain our longtime employees, who have become family, has given us so much opportunity along with continued recommendations from our customers," Brien says. "We have to make sure our customers are taken care of during any time of transition of technicians."

Although Brien says businesses must be able to evolve and adapt in the industry, he insists that the rapid growth has not changed their focus. "Our business plan has always been the same," he says, "to take care of the customer, provide the best service possible and solve the pest problem, while doing the work at an affordable price. A recommendation from a customer is the greatest compliment you can receive."

Being named to the 2025 BR10 has them feeling honored and excited, Brien says. "We would not be here without our outstanding team of employees, the longtime support of our customer, and new customers trusting us with their pest control needs... this has been a group effort."

His advice to other small business owners? "Always do what is right morally and have integrity and you will be taken care of. I always tell my guys that when you service a house, provide service as you would like for someone to treat your mother's house!" They have learned hard lessons from previous experience with treatments, a variety of customer personalities, trying hard to please everyone. "As long as we know we tried our best... that is what gets us through," he says.

Brien and Christi want Binford to be a positive example, explaining that "God, hard work, dedication to service and our customers and our amazing employees" are the keys to their success, along with their support for the community through working with the Brazos Valley Food Drive at Christmas, supporting local schools and Little League through their donations. "For when our time on earth is done, we want to hear the words of our Lord, "Well done good and faithful servant."

Deitz Consulting, LLC

Deitz Consulting, LLC is "your" bookkeeping partner before, during, and after tax season, with extensive bookkeeping experience including payroll, expense and revenue analysis, A/R and A/P, QuickBooks training and review, and CPA liaison for a wide range of local businesses. The firm's employees are top QuickBooks "Elite Pro Advisors" and are all QuickBooks certified.

The company's philosophy is "We live for bookkeeping so that you can live your life!" While making the decision to outsource such a critical part their business is a big step for most business owners, "We help clients to continue to focus on what is core to their businesses, instead of worrying about bookkeeping," explains owner Phyllis Deitz.

Deitz Consulting started as a one-woman shop, with Phyllis working from home, seeking a way to help friends and family with their small business bookkeeping. She eventually realized that "Small businesses need help year-round, not just during tax season," and the ensuing growth led to the need for staff and offices.

Phyllis credits their success to investing in effective marketing, refining their niche of working with local small businesses with 25 or fewer employees, plus investing in quality customer service with trust, caring, and diligence. "The relationships we have with our clients have been important from Day One; we care about their every dollar," she says. "Today, we continue to grow as the premier bookkeeping firm in the Brazos Valley, thanks to word-of-mouth referrals, strategic networking and consistent marketing efforts."

Phyllis says that finding quality people to keep up with the growth is a challenge as the firm has grown from home to shared offices to eight full-time team members in their own building in 2021, and another move possible in the near future. "Delegation is hard," she explains. "Owning your own business is not for the faint of heart. People and team management is the hardest part of the job."

Her tips for small business owners? "Customer service is vital and dying art. You don't have to be everything to everyone. Focus on what you do best. Also, surround yourself with like-minded business owners that can answer questions and support you when you need help," Phyllis says, adding, "For married business owners, boundaries and communication is 100% important when you are both working in the business!"

Team members are encouraged to participate in community service, and Phyllis says their involvement is recognized and celebrated within the company's culture. "Whether it's volunteering at events or advocating for a cause they care about, we support our team in showing up beyond the workplace. Giving back isn't just an initiative—it's integrated into how we do business."

Phyllis says they are honored to receive the 2025 BR10 Award, along with being recognized in 2022 and 2023. Deitz Consulting was also awarded the Woodard 2025 Top 50 CAS Practice Award. Phyllis was recently recognized as the 2024 Top Ten American Business Women and as a 2025 Top 100 Pro Advisor.

10

PRINCIPAL(S)

Phyllis and Greg Deitz

PRODUCT / SERVICE Bookkeeping, payroll, Business consulting

DATE FOUNDED 2009

SALES GROWTH 2022-2024 | 11.06%

LOCATION 4015 S. Texas Avenue Bryan, Texas 77802

CONTACT INFO 979.383.2985 www.deitzconsulting.com

CONGRATULATIONS TO THE WINNER OF THE



Humanate Digital

Founded in 2023, Humanate Digital LLC is a digital health company based in College Station, Texas. The company was founded by Texas A&M University Aggies and faculty with expertise in healthcare operations, informatics and ergonomics.

The company has developed a Clinical Concierge Avatar (Cassandra) using the technology of Artificial Intelligence (AI). Humanate Digital is leading the charge in healthcare innovation with AI- powered solutions. Their flagship product, Cassandra, is a revolutionary digital assistant designed to streamline clinical workflows, improve patient care, and reduce administrative burdens.

By harnessing the power of AI, Humanate Digital is transforming the way healthcare is delivered, making it more efficient, accessible, and patient-centered.

PRINCIPAL(S)

Carlos Rodriguez, CEO and Co-Founder

PRODUCT / SERVICE
Healthcare AI

DATE FOUNDED 2023

LOCATION

College Station, Texas

CONTACT INFO

979.703.1979 crodriguez@humanatedigital.com

ABOUT THE LAUNCH AWARD:

The Greater Brazos Partnership sponsors the Award to honor an independent, privately held corporation, proprietorship, or partnership that is headquartered in Brazos County. The award recognizes the company's scale of operations since startup toward second-state growth. Recipients must be in existence less than five years and company must demonstrate distinguished industry achievement of technology product and service that validates its potential. The company also must be improving or transforming the Bryan/College Station regional marketplace in a targeted industry sector.

What is Rotary?

Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Solving real problems takes real commitment and vision. For more than 110 years, Rotary's people of action have used their passion, energy, and intelligence to take action on sustainable projects. From literacy and peace to water and health, we are always working to better our world, and we stay committed to the end.

OUR MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities and in ourselves.



Club of Bryan Chartered 1921

HOW WE SERVE OUR COMMUNITY

Over the past 100 years, the Bryan Rotary Club has been involved with countless community activities, including but not limited to:

- Establishment of the Field of Valor at Veteran's Park—an annual 1,000 Flag Salute to service, honoring veterans and first responders, and hosting students for history field trips during the Field of Valor Week
- Providing funding and volunteers to Habitat for Humanity
- Providing funding and volunteers to install free libraries for neighborhoods in Bryan
- Distributing 250-300 American flags, 6 times per year, in the community under the Flags Across Bryan program
- Annually awarding grants to teachers in Bryan elementary schools and to numerous Brazos County non-profit organizations/charities, and scholarships to BISD students
- Sponsoring BISD students for Rotary Youth Leadership Awards (RYLA) Conference
- Donating regularly to the END POLIO NOW project through Rotary International Foundation
- Hosting a number of Rotary Exchange high school students for a year in member and community members' homes











CHILD HEALTH



BASIC EDUCATION AND LITERACY



DEVELOPMENT



ENVIRONMENT

2024-1994 Bryan Rotary 10 Winners and

2024-1999 ANCO Insurance Awards for Lifetime Achievement

2024

FERA Diagnostics and Biological Corp 155 Book Fairs A Brush Above Services LLC Fidelis Studio TRYGVE Enterprises LLC Customer Impact LLC Kyle Estates dba Polite Coffee Crystal Clear Cleaning LLC D4 Land Services LLC TDI Brooks International

*ANCO: Dailey Company

2023

FERA Diagnostics
Swan Stonarts, Ltd.
Fidelis Creative Agency
Dudley Engineering
Stafford Barret Commercial Brokerage
Deitz Consulting, LLC
Premier Countertop Design
CEO Technologies
D4 Land Services, LLC
Magruder Homes

*ANCO: Dudley Construction, LLC

2022

Dudley Engineering
Stafford Barrett Commercial
Brokerage
Blackrock Builders, LP
Deitz Consulting, LLC
Frogslayer, LLC
SmartCompliance, Inc.
Swan Stonarts, Ltd.
Arrow S Pest Control
Aggieland Roofing / CR Systems, Inc.
Ridgewood Custom Homes, LLC

*ANCO: West, Webb, Albritton & Gentry

2021

Blackrock Builders, LP Frogslayer, LLC

Impact Group Marketing SmartCompliance, Inc. Stafford Barrett Commercial Brokerage Singleton, Zimmer, Haliburton

CR Systems Inc.

Architecture

Water To Wine Productions FlagShip Custom Homes George's Paint and Body, LLC

*ANCO: Sterling Auto Group

2019

Capital Construction Services
Frogslayer, LLC
Kellen Commercial Flooring, Inc.
Zapalac Enterprises, Inc.
Element Retirement & Investment
Consultants
Customer Impact, LLC
Reece Homes, LLC
Keystone Millword, Inc.
America's Choice Roofing
FlagShip Custom Homes

*ANCO: Allen Honda

2018

Sunspace Texas Company, LLC
JackRabbit Manufacturing, LLC
Frogslayer, LLC
Element Retirement & Investment
Consultants
Zapalac Enterprises, Inc.
TM5 Properties, LP
Village Foods Pharmacy
BVP Management, Inc.
CEO Technologies
Keystone Millwork, Inc.

*ANCO: Smith Dairy Queen

2017

Exothermix BCR - Brazosland Classic Realty
A Brush Above Services, LLC Computers, Electronics, Office Et
The Barracks Construction Group, LLC JB Knowledge Technologies, Inc.

Frogslayer, LLC
Zapalac Enterprises LLC dba Ecozapp
America's Choice Roofing
Computers, Electronics, Office Etc.
Renner Chiropractic
Bombers Baseball, LP
Magruder Homes, LP

*ANCO: Fries Financial Services

2016

Pitman Custom Homes, LP
J4 Engineering
The Barracks Construction Group, LLC
Kellen Commercial Interiors, Inc.
Magruder Homes, LP
FrogSlayer, LLC
Computers, Electronics, Office Etc.
Tracy Stewart, CPA
America's Choice Roofing Capital
Construction Services

*ANCO: Texas Commercial Waste

Exosent Engineering, LLC Schaefer

2015

Custom Homes Cortiers Real Estate
Computers, Electronics, Office Etc.
Crawford Concrete Services, LLC dba
Texas Concrete Design
TechBundle, LP
Cedar Lance
Fitness Dynamics, Inc dba Aerofit Health
& Fitness Centers
Hotel Solutions, Inc.
United Solutions

*ANCO: Copy Corner

2014

Schaefer Custom Homes
Cortiers Real Estate Hotel Solutions, Inc.
Crawford Concrete Services, LLC dba
Texas Concrete Design
BCR - Brazosland Classic Realty
Computers, Electronics, Office Etc.
IB Knowledge Technologies, Inc.

The Pool Guy Massage Enterprises, LLC dba A Healing Touch Massage & Spa TechBundle, LP

*ANCO: Stylecraft Builders, Inc.

2013

Cortiers Real Estate Otis Instruments, Inc. BCR - Brazosland Classic Realty JB Knowledge Technologies, Inc. The Pool Guy Aggieland Green, Ltd. Hotel Solutions, Inc. The Sleep Station Swoboda Pest & Termite Control, Inc. B&B Laboratories Inc. Aerofit Health and Fitness Centers

*ANCO: Davis & Davis Lawyers, PC

2012

Fries Financial Services **Brazosland Classic Realty** JB Knowledge Technologies, Inc. Kellen Commercial Interiors, Inc. The Pool Guy Fifth "C" Fine Jewelry Swoboda Pest & Termite Control, Inc. Studio Dailey Electric, Inc. Celebrity Spa & Salon United Solutions, MSO **Keys & Walsh Construction**

*ANCO: KBTX News

2011

Republic Landscapes **Brazos Technology** JB Knowledge Technologies, Inc. **Ellis Custom Homes** Fries Financial Services Fifth "C" Fine Jewelry La Voz Hispana **Zajonc Corporation** By Design Interiors Ed Slovacek CPA PLLC

*ANCO: The Insite Group LP

2010

Brazos Technology The Ground Crew LLC **Brazos Valley Hearing Services** Chome: A Salon Experience

Ed Slovacek CPA PLLC JB Knowledge Technologies, Inc. Fifth "C" Fine Jewelry **Expressions Dance and Music** Ashford Square Realty LLC **Venus Pest Control**

*ANCO: C. C. Creations LTD

2009

J.P. Miles Construction Corp. Chrome: A Salon Experience Blue Baker AgniTEK LLC French Door Spa, Inc. Mac Resource Computers and Service Sports TDI-Brooks International, Inc. **Quick Internet Software Solutions** Keystone Millwork Inc.

*ANCO: Bryan Broadcasting Corp.

2008

Stearns Design Build AgniTEK Chrome: A Salon Experience Fitness Together Personal Training Mac Resource Computers and Service AES Employer Services, Inc. Blue Baker

Venus Pest Company Zajonc Corporation Landscape

Expressions

*ANCO: Tom Light Chevrolet

2007

UK Advertising, Inc. dba Infinity Pro Mac Resource Computers and Service TDI-Brooks International, Inc. BCA Electric, LLC JB Knowledge Technologies, Inc. Bryan Signs dba Sign Pro **Brazos Valley Office Solutions** Aggieland A/C & Heating The Pharmacy Shop, Inc. Redtail Equipment Rental, LLC

*ANCO: David Gardner's Jewelers

2006

Jefferson Christian Custom Homes

UK Advertising, Inc. dba Infinity Pro Sports Mac Resource Computers and Service Bryan Signs, Inc. dba Sign Pro Wired Ranch Advertising, Inc. Mitchell & Morgan, LLP Keystone Millwork, Inc. Redtail Equipment Rental Brazos Valley Carpet Outlet Aggieland A/C & Heating

*ANCO: Wells Fargo Bank

2005

UK Advertising, Inc. dba Infinity Pro Mac Resource Computers and Services Redtail Equipment Rental Brazos Valley Carpet Outlet Wired Ranch Advertising, Inc. David Gardners Jewelers The Land Design Group Christopher's World Grille Kling Engineering & Survey Aggieland A/C & Heating

*ANCO: Britt Rice Electric, LP

2004

Stearns Construction, Inc. UK Advertising, Inc. dba Infinity Pro **Sports** Fries Financial Services Redtail Equipment Rental **AgniTEK Pride Cleaners** Gifts & Gab A&K Custom Cabinets & Trim, Inc. Capsher Technology, Inc.

*ANCO: Producers Cooperative **Association**

2003

AES Employer Services, Inc. Choice Home Health Steamatic of the Brazos Valley **Pride Cleaners** JG Innovative Services LaserSaver, Inc. **Kieschnick Construction AgniTEK Brazos Record Storage**

Honig's Southwest Whistle Stop

*ANCO: Acme Glass

*Honorary: Newman Printing Company TDI-Brooks International Inc.

2002

AgniTEK
Michael Kellett Photography
Steamatic of the Brazos Valley
Choice Home Care
Hurn Enterprises, Inc. dba
The Kyle House
Brazos Record Storage
The Pharmacy Shop
Mobley Pool Company
AgriLogic, Inc.
Brazos Bling & Drapery

*ANCO: University Title Company

2001

C&J BBQ Market
Mac Resource Computers and
Services
B&B Laboratories, Inc.
Best Interior Shutters & Blinds
TDI-Brooks International, Inc.
Brazos Bling & Drapery
LaserSaver, Inc.
Century 21 Beal
McDonald's Restaurants of B/CS
Café Capri

*ANCO: The Eagle

2000

Med-Ox Specialties, Inc.
Green & Associates
Climate Masters Heating & A/C
Texas Digital Systems, Inc.
Custom Interior Shutters
R.M. Dudley Construction Co., Inc.
Mobley Pool Company
Laser Saver, Inc.
Comet/Pride 1-Hour Cleaning
Witt's End

*ANCO: St. Joseph Regional Health Center

1999

Applied Computing Services, Inc. McDougal & Company

Compuview Microsystems
Bryan Container Company
B&B Laboratories, Inc.
The Arkitex Studio, Inc.
TDI-Brooks International Inc.
Med-Ox Specialties, Inc.
Entec Pest Management, Inc.
Green & Associates

*ANCO: The Adam Corporation/Group

1998

Entec Pest Management Inc.
Compuview Microsystems
Old Bryan Marketplace
R.M. Dudley Construction Co., Inc.
Bryan Container, Inc.
Med-Ox Specialties, Inc.
Applied Computing Services, Inc.
LaserSaver, Inc.
2D Construction, Inc.
POPabilities/Baskets on the Brazos

1997

Med-Ox Specialties, Inc.
Mac Resource Computers and
Services
Texas Computers & Networking
Service
Arbin Corporation
A-Plus Computer Services, Inc.
Richard Smith Company
R.M Dudley Construction Co., Inc.
Standard Automatic Fire Enterprises
LaserSaver, Inc.
Lynntech, Inc.

1996

Arbin Corporation
Standard Automatic Fire Enterprises
Texas Digital Systems, Inc.
Brazos Valley Animal Medial Center
C&D Copier Products, Inc.
R.M. Dudley Construction Co., Inc,
Neutral Posture Ergonomics, Inc.
Lynntech, Inc.
MicroAge Computer Center
Fan Brace, Inc.

1995

Qualice Computer Corporation Knowledge Based Systems, Inc. Neutral Posture Ergonomics, Inc. Century 21 Beal, Inc.
Advanced Home Health Services
Wicks & Sticks
W.W. Nichols, Inc.
Keta's Hallmark Shops
MicroAge Computer Center
Texas Digital Systems, Inc.

1994

Qualice Computer Corporation
Neutral Posture Ergonomics, Inc.
Style Craft Builders
Metrica, Inc.
ITS Tours & Travel
University Title Company
Messina Hof Wine Cellars
Wicks 'N' Sticks
Computer Access
Talent Tree Personnel Services

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CENTERPIECES BY:









FIELD OF VALOR 2025

November 8 - 16, 2025

Every Veterans Week, since 2011, **Bryan Rotary Club** posts the **Field of Valor— 1,000 Flag Salute to Service**. This is a patriotic display of American flags at Veterans Park in College Station, Texas.

The Bryan Rotary Field of Valor project exists to **SERVE** the community through funds raised, to **HONOR** Active Military, Veterans, First Responders, and Healthcare workers for their selfless service through their vocation, and to **EDUCATE** students through teacher mini-grants and scholarships. For a \$50 donation, a 3'x5' American Flag on a 10' pole will be posted and tagged with your name and your Honoree's information.

TAG A FLAG

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