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minell eberdt

PRESIDENT/CO-FOUNDER, ARKANSAS WEB

BY DAN LIMKE, special sections writer

it's impossible not to be affected by a giant amount of energy radiating from such a petite person, and Minell Eberdt's confidence and enthusiasm are contagious.

She's president and co-founder of Arkansas Web, a Little Rock web design, hosting, marketing and e-commerce company based in a vintage home that's been remodeled into a sleek, minimalist office.

"We wanted to do this in a very approachable house in a neighborhood," Eberdt said, adding that it was important for clients to feel comfortable in an environment where they may otherwise feel lost dealing with high-tech, progressive online marketing concepts.

Even the walls at Arkansas Web are painted in a color called "Gleeful Green."

A graduate of McClellan High

School and the University of Arkansas at Little Rock, Eberdt got her start in the telecommunications business in Florida, selling software. After becoming "disgruntled" with that company and then working

with a Web design franchise company that went belly-up, she came back home eight years ago.

"I really learned a lot from their mistakes," she said, adding that Little Rock was home to about 50 Web development companies in 1997. Today, there are about five.

While technical and design abilities are crucial in her field, Eberdt gestures broadly and smiles even more widely when she talks about her relationship with her customer base.

"This is so customer-intensive, all about relationship building," she said. "Often, it's working with a client on marketing from the ground up, and working on business development is the focus of what we do."

Arkansas Web now has more

"So much of this business is working with people who are self-taught, and that's a very good thing, because those are the type of people who are always motivated to learn even more, and not because they have to – but because they want to."

– Minell Eberdt

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DAN LIMKE/Arkansas Democrat-Gazette

Minell Eberdt, of Arkansas Web, helps her customer base focus on the future by working on business development.



DAN LIMKE/Arkansas Democrat-Gazette

Minell Eberdt of Arkansas Web credits strong goals and the support of friends and family for her growing success.

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than 175 clients, and Eberdt credits her staff of creative and technical experts.

"So much of this business is working with people who are self-taught," she said. "And that's a very good thing, because those are the type of people who are always motivated to learn even more, and not because they have to — but because they want to."

One of Eberdt's most valuable team members is her husband Greg, a former professional bicyclist who is vice president of the company and technical guru.

"When I told my five-year-old son Kyle that I'm daddy's boss at work, he just thought for a second and said 'Really...That's interesting,'" Eberdt said.

Kyle is already a computer whiz; he has bookmarked favorite Web sites and knows how to install drivers or reboot when there's a problem.

He's getting early exposure to a business that will have completely changed by the time he's old enough to be on the payroll and Eberdt said she's in it for the long haul.

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– Minell Eberdt

"This is self-created, and you have to stick with it for a long time," Eberdt said.

"You can't expect a big return in a short time. I believe in those silly little motivational quotes. You have to have a solid foundation, a good marketing plan with milestones and goals, and those should be flexible."

Eberdt said it's essential to devote time to business development, even if it's only 30 minutes each week.

She credits her family, friends and employees as a "good support system," and has learned the value of finding people who are good at what they do.

"You have to learn to take money and give it to the right places, then do what you do best," she said.

DID YOU KNOW? Arkansas' women-owned businesses contributed \$6,339,427 in Gross Receipts in 2002.

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