

CENTRAL PENN BUSINESS JOURNAL'S

MILLE STONES

AN ANNIVERSARY *Celebration*
FOR CENTRAL PENNSYLVANIA
COMPANIES

5 YEARS



PICTURED (LEFT TO RIGHT): CAROLYN RAUP, TOM HOLLOWAY, SUSAN GRAHAM, MICHELE KREBS

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IT RECRUITING THAT GOES BEYOND IT

WHEN SUSAN GRAHAM STARTED HER HERSHEY-BASED INFORMATION TECHNOLOGY STAFFING, PROJECT MANAGEMENT AND DEPLOYMENT COMPANY FIVE YEARS AGO, SHE KNEW THAT FAILURE WAS NOT AN OPTION. “I knew I would have to be a risk-taker,” she said. “And I knew I couldn’t fail — my daughter was starting college.”

In a field dominated by males, Susan Graham Consulting (SGC) is proud to be a certified Woman Business Enterprise. And Graham knew that if she ever opened her own shop, she would do it differently. SGC is living proof of that.

With four full-time employees and one part-timer, Graham’s company has a “vibe” that larger firms simply can’t replicate. “It’s just a small group of people working together, and we really, really like one another. That’s one reason all this works so well, and why we could go from zero to where we are today. I keep my network massaged all the time, I send birthday cards and baby gifts, I check in on people ... we are very, very successful because of it.”

The core of Susan Graham’s business is most certainly IT recruiting, but that holds a bit of irony. “I’m not technical. I don’t have a technical bone in my body, and yet my job is all about technology,” she said. “It’s more a matter of fitting people to people.”

But there’s more to her business than IT. “I knew I wanted to attach myself to a charity ... to make an impact,” Graham said. “So I decided to get involved in the Ronald McDonald House of Hershey, and involve my clients and their families.”

Not one to always do the expected, Graham wanted to work with Ronald McDonald House because she wasn’t looking for the stereotypical charity golf tournament. “I’m not a golfer,” she said,

| | 2006 | 2011 |
|---------------------|--------------|--------------------------|
| NUMBER OF EMPLOYEES | 1 | 4 FULL-TIME, 1 PART-TIME |
| GROSS REVENUE | \$38,000 | \$1.5 MILLION |
| CEO | SUSAN GRAHAM | SUSAN GRAHAM |
| NUMBER OF SERVICES | 1 | 3 |
| GEOGRAPHY COVERED | CENTRAL PA | CENTRAL PA |
| NUMBER OF OFFICES | 1 | 1 |

laughing. “We invite our clients and their families to go over there and cook and bake for all the residents with us. At Christmastime, we had an event there with eight of our clients’ kids making cupcakes. Everybody who goes figures out a way to help.”

Looking forward, Graham doesn’t want to go wider, but instead deeper. “I don’t want to be a large national company, but rather, an established place in the greater Harrisburg area,” she explained. “I have businesses outside the area who are customers, and I want to keep them. But I have my niche, and I want to stay in it because I’m having the time of my life!” ★



Susan Graham Consulting, LLC