

FROM THE CEO

A message from Genesis Founder and CEO, Phil Burks



Thanks for visiting our home on the WWW! Our approach is that if we need to create a document to better explain our products for a presentation, etc., we will do it in a form that can reside here, on the web. Create once — Use many! We work smarter, not harder at Genesis.

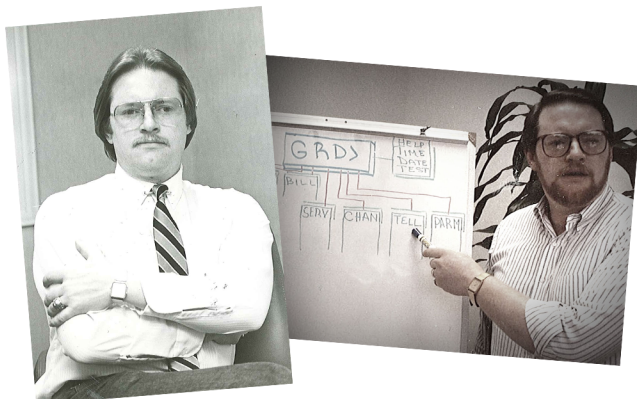
Family is very important at Genesis. We firmly believe that if we take care of our people, they will do a much better job of taking care of you, our clients. Pretty simple, actually. We have had cribs in the office, tea parties, diaper changes, you name it! Our employees' minds are at ease and they think much clearer. So, family time is very liberal. We have never had a client complain due to the expert on their software being off so he could see his son's soccer game. If the situation is mission critical, that's a different story.



Every "Genesis Baby" born up to the year 2000 was a boy!

I wanted to use this opportunity to tell you another story...

When I was a teenager, I felt very strongly that I would be involved in a technical field of some sort. I tore apart TVs and radios that my dad acquired for me. I also invented and built several little technical things to operate around our family house. I also felt strongly that I would be a businessman. I went to LeTourneau University and graduated in 1974 with an Electrical Engineering Technology degree. I married, worked in various radio and television broadcasting jobs and then landed a job as a salesman for Motorola in the Dallas, Texas area. After 4 years with Motorola, a customer talked me into starting a company called Jecca Towers in 1980. We built a very successful communications rental tower and Trunking company. After 10 years, Motorola bought the assets of Jecca and I entered one of the scariest seasons of my life. Going through a divorce in 1985 was tough, but this was scary. I was "on my own".



When Bobbie and I married late in 1985, we drew a line in the sand. The past was past. We wanted to claim a promise that God makes in the Bible in 1 John 1:9 which says "If we confess our sins, he is faithful and just and will forgive us our sins and purify us from all unrighteousness."

We were both asking God for a big thing because of what each of us had done in our past. But, in reality, it is so simple for Him to do.

As both Bobbie and I were starting new dimensions in our lives around 1989, we prayed for God's direction for this new chapter. Bobbie was beginning a marketing and advertising company and I was beginning a service company to the communications industry. We actually stopped and prayed one evening. We asked our Best Friend for guidance. He can see the future, we can't. Minutes after that, we started talking and it was obvious that God was directing the conversation. It was a new beginning for us. The word GENESIS came out of our mouths at the same time! We added "The" to the front and "Group" to the end and the company name "The Genesis Group" was born.



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Ever since then my Best Friend has given guidance to The Genesis Group. I can tell you stories about the days when there was \$0.00 in the company check book and \$5,000 in bills that needed to be paid immediately. I stopped, prayed and trusted. 10 minutes later, a call came in with immediate work to cover that \$5,000. I've prayed for payroll to be covered and it has been. I have had time while programming that I have been totally stuck. I've leaned back in my chair, asked for help from my Best Friend and within minutes, it was like a highlight came across my screen pointing out the problem. These are just a very few of the hundreds of times my Best Friend has taken care of me, my family and our company. Every day we operate His company directly with the philosophy that Paul writes about in Colossians 3:23: "Whatever you do, work at it with all your heart, as working for the Lord, not for men." For our clients, that translates into Tenacious Customer Support. So the fact that we will support our customers without quitting is not founded on a statement that we make, it is founded on Biblical principal...and that trumps any old mission statement!

The Genesis Group is actually owned by God (my Best Friend). I just show up for work to see what I'm supposed to do! I'd like to invite you to contact me if you would like more information about my Best Friend, Jesus Christ.

Phil

