

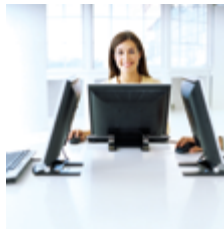
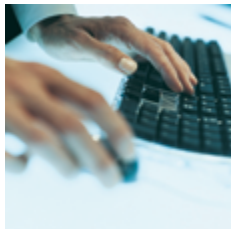


*Real Members. Real Results.*

**Darrell Rodgers**  
 Emerald Data Networks, Inc.  
 Atlanta, GA  
 Member Since: 2008

**“I joined TAB for one reason: I want to know what I don’t know”**

Case Study: #006



**“Do something you like.”** That’s Darrell Rodgers’ advice for other business owners, and a mantra he takes to heart. “If you’re working at a job because you need money, that’s the wrong reason. I love what I do; I would do it for free.”

A graduate of Georgia Tech, Rodgers has always been “fascinated with computers.” In 1997, he became an employee of Emerald Data Networks in Georgia. Rodgers worked his way up and eventually bought the company’s consulting division with a partner in 2004, then bought his partner out in 2009.

Now, as President of Emerald Data Networks, Rodgers has parlayed his passion for all things technical into an award-winning business. As Rodgers explains it, his company helps other businesses decide what technologies to use – including computer hardware and software and phone systems – and how they should use it to best serve their customers.

To accomplish this, Rodgers and his team of versatile experts review their clients’ technology-related contracts, and also perform a technology audit to help clients understand what they have relative to what’s available. After mapping everything out, they design a technology roadmap to help the client align their business goals with their technology usage.

Emerald has received a “Best of Atlanta” award three years in a row, and has been recognized by the Better



Business Bureau of Atlanta four years in a row, making them one of the most decorated business in BBB history, says Rodgers. The company was once again recognized in 2011, when it won the Sandy Springs/Perimeter Chamber of Commerce Technology Company of the Year Award.

“I care about us doing a good job,” Rodgers comments. “I think employees see that I’m not interested in making a one-time sale, or getting in and out of business relationships. They see that what we’re working toward is making our customer’s business better.”

Rodgers also takes steps to make his own business better, including extensive pre-screening of employees to ensure they are not only technically knowledgeable, but also capable of excelling as high-level consultants. And he joined TAB in 2008 because he wanted to “know what he didn’t know.”

“What I’ve gotten from TAB is being able to talk candidly with business owners who have tackled the questions I’m asking, have implemented the systems I’m thinking about, and have already learned how to do it,” he explains.

Rodgers says his fellow TAB board members are also good at reminding each other to do what they love. As he sees it, business owners hold themselves back if they don’t determine what they are good at and delegate everything else. “Find some smart people who know how to do that other stuff, and give it to them.”

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## About The Alternative Board

The Alternative Board® (TAB) helps forward-thinking business owners grow their businesses, increase profitability and improve their lives by leveraging local business advisory boards, private business coaching and proprietary strategic services.