

NJSBDC Success 2007 Winners / 2007-Brookdale-CC-at-NJSBDC

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R4 provides total training solutions to U.S. Army soldiers. They are acutely aware of the Army's Modularity and Future Combat Systems initiatives, and provide quick reaction training support to legacy, interim and future systems that help their primary customers—our soldiers—

counter Improvised Explosive Devices (IEDs).

Relying on the experience and superior technical competence of their certified personnel, R4 trainers are subject matter experts with first hand knowledge and real world experience with the systems they support. They provide unparalleled technical insight and bottom line training techniques yielding superior results to the field soldier.

Using a targeted approach to solving logistic challenges, and pinpointed, proven soldier-to-soldier training techniques, R4 gives today's soldier's confidence in their systems and reliable support beyond the completion of their contract with the Army.

R4 developed their unique business model for serving the needs of the U.S. Army soldier by taking advantage of a huge untapped resource, the skilled veteran, who is typically overlooked by human resource departments and hiring agents. R4 developed a proven hiring process built on first-hand (witnessed) personnel capabilities and "take care of the soldier" processes that are the corner stones of their employee pool. All employees are former soldiers who have lived the soldier's life, speak the soldier's language and are able to train the soldiers in the field by having a natural affinity to convert "geek speak" into "soldier speak."

All this planning and preparation, along with NJSBDC's assistance with startup paperwork, marketing, financing and SBE, MBE and Veteran's applications, enabled R4 to grow from a four-person organization just three years ago to 65 today. R4 expanded their operation from one facility in Eatontown to 19 in the United States and overseas. In addition, their sales grew from just under \$200,000 in 2005 and are expected to finish 2007 around \$25 million.

R4's motto is, "We know: When they need it - where they need it - how to get it to them and the best way to train them on it. Not because we say

it - but because we've lived it” reinforces their philosophy of providing services by skilled veterans who paid their dues in the trenches, not just in the classroom.”