

## STRATEGIES IDEAS FOR GROWING BUSINESS

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Motorcycle is Gigi Giannoni's preferred method of transportation when traveling

EXECUTIVE HOBBY
22B

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Section B

## PACESETTERS

ATLANTA'S 50 FASTEST-GROWING PRIVATE COMPANIES

1 SECURAMERICA LLC

## CALLAWAY PARTNERS LLC

When accounting and finance professional services firm Callaway Partners

LLC opened its doors five years ago, the company had an initial project team of five.

By the end of 2006, that number expanded to 329 partners approaching more than 2 million service hours working in more than 50 finance and logistics work streams.

Callaway's focus is on financial restatements, financial systems conversions, due diligence for mergers and acquisitions, forensic accounting, independent investigations, internal audit work, vendor compliance and Sarbanes-Oxley Act compliance.



**Bruce Cox** 

After opening satellite offices in Birmingham, Ala., and Washington, D.C., in 2004 and 2005, Callaway opened offices in Detroit and Chicago in 2006.

"We added a number of new partners

and credentials to the firm and additional service lines," said Bruce Cox, managing partner. "Really, it's been a matter of getting our message out and being an alternative source of consulting for firms or companies that may not have known what we offered before.

Our clients are helping us do that by spreading the word about our services and quality of work."

Revenue for Callaway Partners grew about 218 percent between 2004 and 2006.

— Janet Jones Kendall