Welcome, awhitlock1@carolina.rr.com | Account | Email Alerts | Sign Out

CHARLOTTE BUSINESS JOURNAL

Choose Another City: Charlotte

Site | News | Videos | Jobs
Keywords GO Search Archive

HOME | NEWS | SMALL BUSINESS | SALES & MKTG | REAL ESTATE | EVENTS | COMMUNITY | CAREERS | TRAVEL | MORE TOPICS

Best mom-run businesses Local Biz Directory Classifieds Email Alerts Book of Lists Subscribe - Save 40%

EXCLUSIVE REPORTS

Charlotte > Print Edition > Industries > Technology

Subscribe to Charlotte Business Journal

Friday, August 7, 2009

Carolina Pad's strategy takes it to head of the class

Charlotte school-supply company has designs on big orders this fall

Charlotte Business Journal - by Adam O'Daniel Staff writer

Print Email Reprints RSS Feeds Add to Del.icio.us Digg This Comments

Related News

Green with envy? Mayor Pat shares a word of advice

Wal-Mart agrees to supply fresh food to Food Bank

Death of an ad man

Propak Arizona project could create 50 jobs

Dollar General fined for lead paint toys

Sponsored Links

1 Sexy Stomach Rule: Obey
She Cut Down 3 lbs of Body Fat Every Week by Obeying this 1 Simple Rule.
ConsumerTipsWeekly.com

SECRET: White Teeth Trick
Learn the trick discovered by a mom to turn yellow teeth white w/under $10.
MomsTeethStory.com

Buy a link here

The $30 million company he joined now boasts sales more than three times as high. The company is quick to capitalize on the latest fads, too, with lines of stationery boasting text messaging lingo and touting environmental responsibility.

photo NANCY PIERCE

Clay Presley has reinvented Carolina Pad — and more than tripled its revenue — since becoming CEO a decade ago.

View Larger

Tyana Rodimel, a buyer at **Family Dollar Stores Inc.**, says Carolina Pad's designs are a perennial best-seller. "Carolina Pad and Paper is the fashion and trend leader for this category."

Presley says shutting the manufacturing operation in Charlotte was the hardest choice he made, because it claimed the jobs of dozens of workers. But long term, he credits that decision with saving the 75-employee company.

Hall, now a minority partner, agrees. "It was very traumatic for me because I hated to close manufacturing, something we'd done for 50 years here in Charlotte," he says. "But I can't say enough about Clay's integrity. And he's just revitalized the whole company with his new ideas."

A more patient leader

Presley says he has learned lately to be a better manager. He was aboard US Airways flight 1549 when it made an emergency landing in the Hudson River in January, and the experience changed his life.

He leads with more patience. He spends more time with his family. He says he always valued Carolina Pad's employees. But the near-death experience forced him to re-evaluate how he interacts with others. He lets subordinates make more decisions.

Search for Jobs powered by onTargetJobs
Search
View Charlotte Jobs - 896 jobs today

SITE SECTIONS

Small Business Center
Visit the Small Business Center

Sales & Marketing
Visit the Sales & Marketing Center

Daily Update
Sign up for the Daily Update

Company Watch
Get started now

"People don't want a job — they want to be passionate about something," Presley says. "All the way down to the receptionist, you have to let them make decisions. That experience gave me a whole new perspective on human life. And I realized there are a lot of people who contribute to our success."

aodaniel@bizjournals.com

Print Email LinkedIn Yahoo! Buzz

Pages: 1 2

Contact the Editor | Need Assistance? | More Latest News

Email Alerts
Get the latest local business news delivered to your inbox. Sign up Today!

More News Headlines | Popular News Stories

Related Industry News

- Surewest's first-half revenue grows 10% [Sacramento]
- ICF International sales, profits down [Washington, D.C.]
- Profit up, sales down at CSC [Washington, D.C.]
- Ramius wins three seats on Tollgrade board [Pittsburgh]
- Microchip Technology income, revenue drop, but purchases on the rise [Phoenix]

Latest News

- Coke Consolidated earnings down
- Mortgage rates remain steady
- Duke seeks $214M in federal funds
- Major U.S. markets in manufacturing slide
- Murdock to keynote chamber event

Featured Charlotte Jobs
powered by Charlotte HelpWanted.com

- View Open Opportunities - AT&T
- Sales Rep - In Home Sales - Erie Co.
- Business Development Consultant - confidential
- Radiology
- Academic and MSG - General Surgeons for Eastern NC

Search Jobs | Post Resume | View More

Post a Job | Feature a Job

FEATURED RESOURCE
POST A JOB

Post a Job & Receive a FREE Premium Salary Report
Post a job online with bizjournals.com and get a PayScale Salary Report - FREE (a $99 value)! Report contains:

- Salary & Hourly Rates
- Bonus & Benefits
- Skills, Experience & Education

Click here to redeem this offer

READER COMMENTS

(0) Comments

Welcome April Whitlock

Add your comment here:

Submit

logout here

BUSINESS PULSE SURVEY

How will the increase in the federal minimum wage to $7.25 per hour affect your business?

- It won't have any impact.
- It will force my company to reduce some employees' hours.
- My business may have to lay off employees.
- Other (please comment).

Vote

CITY GUIDE SPOTLIGHT - CHARLOTTE

Attractions in Charlotte
Cocktails in Charlotte
Hotels in Charlotte
Restaurants in Charlotte

Sponsored by: Sheraton HOTELS & RESORTS

Charlotte Real Estate
powered by LoopNet

Featured Property
Price: $1,990,000
Building Size: 27,000 SF
Use Type: Sale

More Charlotte Real Estate

FEATURED WHITE PAPERS

The Email Design Guide for Non-Designers
How do you make your email marketing stand out in an Inbox full of...
View Now

Evaluating Digital Marketing Systems: Criteria to Consider
With interactive relationship marketing, businesses can build relationships...
View Now

bizjournals Partners

Business Travel Center
local city guides
Find local hot spots in over 40 cities

Small Business Center: Advice Library
Check out Email Marketing expert, Gail Goodman, in our "Ask the Expert" series. Post your small business questions and see her video response. Get your free advice now!

Search Press Releases

- View all Charlotte Press Releases
- View ALL Press Releases

Search by Company, Organization, or Keyword

GO

Content provided by PR Newswire. Learn more about this service.

Marketing in a Recession
In a recession, marketing budgets are often the first to get slashed. For...
View Now

View More Research

Use of, or registration on, this site constitutes acceptance of our User Agreement and Privacy Policy.

© 2009 American City Business Journals, Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.