

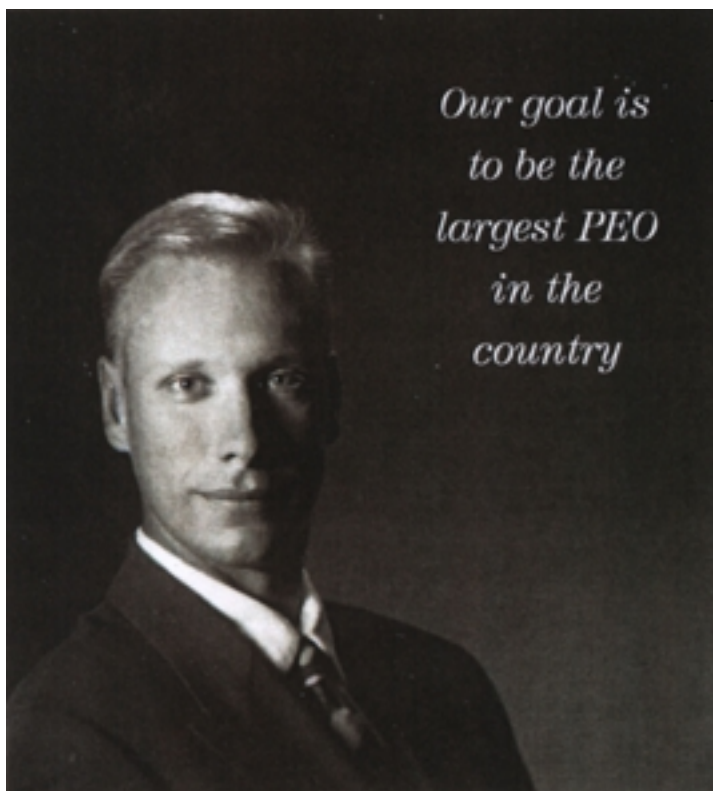
bizAZ™

SEPTEMBER/OCTOBER 1999

2nd Anniversary

role models

**Guys on the rise and men
who've made it, these seven embody
entrepreneurship at its finest**



*Our goal is
to be the
largest PEO
in the
country*

dan wheeler

Three years ago Dan co-founded Diversified Human Resources, a professional employer organization (PEO) that provides off-site human resources to other companies.

Age: 27

Company: Diversified Human Resources

What attracted you to this industry?

We take away the non-revenue-generating components of a business, and by doing that, we're always appreciated.

What keeps you in the industry?

Working with someone as fabulous as Brian Lesk, my partner. Plus, it's one of the fastest growing industries in the country, which is exciting.

What separates you from your competition?

Customer service. We customize programs to fit our clients' needs.

What's next?

Expansion. Our goal is to be the largest PEO in the country. I don't know if that's going to take three, five or 10 years, but that's our goal.