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## Nick McKay

CEO, The Evercare Co.

Alpharetta, Ga.

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Ever since a Commodore Pet and an HP-86 gave programmatically challenged Nick McKay's mind a run

while in high school in the early 1980s, he has had a passion for technology.

But the light really came on for the 30-something CEO when he realized shortly thereafter that technology, when used well, could liberate people.

"I began to see technology not just as a tool for productivity, but as a tool for personal growth and empowerment within the enterprise. Seeing the transformation in people who had never been exposed to computers and the level of information that technology can provide taught me that not only could we gain a measurable competitive advantage, but a cultural advantage that allowed us to attract the highest performers available anywhere."

McKay, who heads up the consumer goods company started by his mother and father nearly 50 years ago that makes cleaning, closet storage and ironing, bath, and pet care products, is arguably the company's No. 1 supporter when it comes to technology.

McKay supports technology in just about all aspects of the company from order entry, where nearly 90% of orders come in electronically among its 2,500 active customers, to plant-floor technology in which a rigorous cycle counting program reduced inventory discrepancies to less than half of 1%.

"Going forward...technology will enable us to run leaner with more productive, greater skilled team members. The feedback loop will be greatly compressed as the effects of team efforts become more immediately visible to all. Technology will aid us in communicating a common vision top to bottom throughout the organization. In a culture where everybody makes a difference to the team effort, technology is one of the greatest tools at our disposal."