

The OrangeBoy Story

When an OrangeBoy team member meets someone new, the first question always asked is, “What is OrangeBoy and how did the company get such an interesting name?”

Alas, it is a true tale the principals named the company after a cat named Opie. Why would someone do that, you may ask. Opie was no ordinary cat. His personality and strong work ethic matched our values and embodied what we wanted to accomplish as an exemplary consulting firm.

When we first took Opie in, he was a street cat that decided our house was going to be his new home. He cultivated us aggressively until we relented, much to the chagrin of the current cat of the house, a real princess who did not like to share our affection with others.

We soon learned that Opie was different than other cats we had known. He was a real working cat. His primary job was to protect his territory. Every night, whether it was raining, snowing or below zero, Opie went out on night patrol to defend what was his.

In fact, he came back from one journey with his tail dragging on the ground and clearly in a lot of pain. We took him to the veterinary emergency room and found out he had broken his tail. The more interesting finding is that the vets kept saying, ‘what a nice OrangeBoy.’ We asked why they called him that, and they replied that orange-colored

domestic short-hair cats were almost always male, so their nickname is ‘Orangeboy’ (incidentally, the female version is the Calico).

It wasn’t long before Opie was back in commission, tail intact. He was back out every night to take patrol. He was not afraid to go up against the neighborhood terror, “Buddy the Biter,” even though Buddy was twice his size. Opie came home a little bloodied sometimes, but yet he’d head back out the next night.

Like Opie, we know the territory and we are not afraid to go up against firms bigger than ours because we are confident in our abilities, and we know the territory.

His role shifted when we moved the office downtown. Opie became company mascot, and he took his role seriously. He joined in the conversations during meetings and social functions, soothed our weary spirits at the end of a long day, and even made guest appearances at the office to cheer on the team.

Sadly, Opie left this world in December, 2006. We feel fortunate to have him as part of our

lives for almost 10 years. It is true what they say – it’s the quality of the time you spend with a loved one, not the quantity.

We can take a lesson from Opie as our business continues to transform. The one thing we know for sure is that change is inevitable. As OrangeBoy, Inc. grows, we too must adapt to new surroundings, take on new projects without fear, and develop new markets. He is a constant reminder for us each day when we walk into the office and see his image memorialized in the lobby artwork – reflect on our accomplishments but anticipate the future with excitement.

We deeply miss our friend, confidante and muse, but we honor his memory by living his motto – *Keep the fur flying!*

The current Chief Feline Officer is an Orange boy named George. He reminds us to Think Orange – Curious, Confident, and Competitive. If you’re in the area, please stop by to meet George and the rest of the OrangeBoy team.

