

Top Women In Business

Marcia Veidmark Named

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For Marcia Veidmark work is a family affair. Veidmark, her husband and his parents started Specialized Services Company in 1969, specializing in underground utility projects.

Today she runs the company with her three sons while her husband handles a new venture in Hawaii. "It is a great and rare opportunity to lead a company with such talented individuals. They are sons I'm extremely proud of," Veidmark said. Even so, she rates family dynamics as her toughest challenge. Although this year has been difficult for most businesses, it's not the worst Veidmark has been.

"The 80's and the period after 9/11 were equally difficult, which is why it's so important to be creative and develop new revenue streams," she said.

"What's a great day at the office look like?" "Successful production on all jobs, all crews safe and work to bid on for the next day. Plus, a staff that's excited," she said.

A supporter of Desert Missions and Phoenix Rescue Mission, Veidmark believes an essential part of life is taking care of the less fortunate, especially the homeless and hungry.

Her advice for would-be entrepreneurs: "Love what you do. Stay focused on your beliefs, and never let someone tell you you can't."