

# Proximity WIRELESS™

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**K**eith and Susan Ebel opened the doors to Proximity Wireless on April Fool's Day 2002 but they were dead serious about seizing new opportunities in a \$5 billion growth industry for in-building and enterprise wireless systems. They financed themselves from day one, but it cost them dearly. They could have lost everything. Instead, they persevered past start-up and then through the recession of 2007-2009 before landing the types of clients needed to get their wireless solutions company into high gear. After 11 years in business, the Ebel's appreciation for risk and reward continues to be backed up with a value system grounded in personal responsibility.

## Business Growth

**T**he Ebels don't believe in trying to build personal wealth with someone else's money. They believe that if you're not willing to put your own stuff on the block, why would you put someone else's? With this philosophy in place and a few years laying the foundation, the Ebels struck fast-growth pay dirt. They achieved 700% growth in 2004 alone! In 2012, the Lenexa based company was selected among the Top 10 in *Ingram's* Corporate Report 100, showcasing Kansas City's fastest-growing companies. Their growth rate from 2008 through 2011 was 528%! They were again

selected by *Ingram's* as a Small Business Award Winner. With just 4 people on the payroll, Proximity provides turnkey wireless solutions for indoor or outdoor environments and serves clients from small business to government organizations and large-scale companies. They work with major manufacturers in the wireless realm to integrate the full range of wireless communications, seamlessly linking cellular systems with private radio, Wi/Fi, WiMAX, telemetry, GPS systems and more.

Proximity Wireless was inspired by Susan's business background and Keith's history of more than three decades of microwave circuit design, coupled with a deep understanding of the technology, right down to the circuit board.

He saw an opportunity emerging due to a huge gap between the service and black-box providers. He further discovered that most *Fortune* 1000 companies have extremely adept back-office IT groups but their knowledge stops where convergence starts.

## Business Philosophy

**T**he Ebel's approach to business development sprouted from the works of Mike Michalowicz, author of a self-help book called *The Pumpkin Plan*. They have found that it doesn't work to spread a lot of mediocre seed over a large area in mediocre soil going for volume



only. Their approach has been to seek quality not quantity, wanting to grow just a few respectable pumpkins that everyone will stand up and take notice. With that, they have to select the right seeds, fertilizer, soil, the right amount of water, sun and finally, get rid of the little pumpkins that take attention away from the big one. This theory has yielded clients like Garmin, Kansas City Power & Light, Kansas City Chiefs, John Deere, Hollywood Casino, DuPont, US Steel, Orscheln, North Kansas City Hospital and U.S. Department of Homeland Security.

## Referrals and Long-Range Plans

**R**epeat business from these heavyweights, as well as their

referrals, keep Proximity Wireless on a continued growth curve. They strongly feel that if you're given an opportunity with a big client, you do your best to knock it out of the park. The next opportunity that client has, they will call again because of their positive experience, the attention provided and making sure every little detail was attended to. Most important, is taking care of a client's specific need, not trying to push something on them that will not meet their today/tomorrow/5-year goals. When you can achieve success in such a high-tech field, a lot of mindset and market share is gained from high-profile clients, and it's what keeps them coming back to Proximity Wireless.