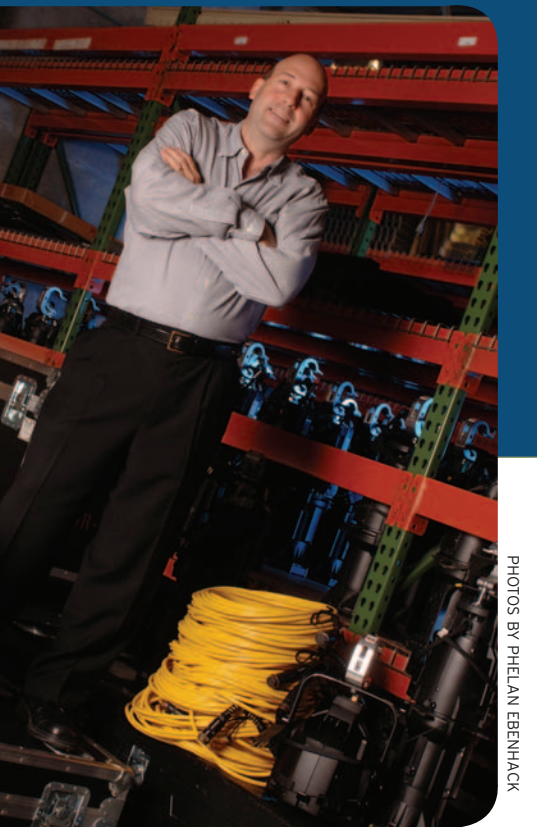




# IT'S SHOW TIME

By C.S.White LMG, INC.'S LES GOLDBERG

➤➤ In 1984, a 17-year-old Central Florida high-school student hatched the beginnings of what has grown into a \$30-million-dollar-plus, full-service, show technology company. It all started with a \$5,000 loan from his uncle and the rental of a video projector. Les M. Goldberg opened the doors of the one-room LMG, Inc., office to his first client — Visual Aids Electronics — for an event at the Hilton Lake Buena Vista. The rest, as they say, is history. Goldberg exchanged his plans to attend either University of Southern California's or New York University's film school for a business plan. Today, LMG has "graduated" to three offices (Orlando, Las Vegas and Phoenix) that provide video, audio and lighting support for shows and special events; a multi-million-dollar inventory of state-of-the-art equipment; 175 employees; and 2,000 clients, including at least half of the Fortune 500 companies.



PHOTOS BY PHELAN EBENHACK

**How important was the introduction of this concept to your business?**

**G** It was a pivotal moment for LMG. At the time, we were trying to give our clients the opportunity to do multi-camera production. It gave us a platform and made us stand out from our competitors. We captured the niche market and were able to, literally, roll in and set up quickly.

**T** Since then, LMG has engineered additional production packages, including two HD systems, four digital systems and four analog systems. It takes talent to design these systems. Is it easy to find the staff you need in Orlando?

**G** Fortunately, we are able to find quality people because we're recognized as the market leaders in what we do. People are drawn to us because we offer the best products. Don't get me wrong, it is hard to find good talent, but we are dedicated to doing so and good talent, often times, finds us. And yes, we do hire graduates from local institutions — both UCF and Full Sail.

**T** What is the key to your success?

**G** The key to our success is going above and beyond on everything we do. We put the interest of our clients first, exceed their expectations and go the extra mile.

**T** Who are your main competitors?

**G** As a national, full-service show technology provider that also does permanent installations, we have different competition for each of our specialties, but there are few full-service companies.

**T** Why do your clients choose LMG over your competitors?

**G** Our clients choose us because we have the best collection of resources — both equipment and people — and we are able to execute and deliver upon their expectations. We will go to any length to keep a customer happy.

**T** As one of the world's premier meetings and convention destinations, Orlando is an obvious place to

be for this type of business. Looking back, did you have any idea how LMG was going to dovetail so well with Orlando's convention market?

**G** Not at all! We couldn't have planned it better ... the stars were definitely in alignment. We are fortunate and committed to being in the right place at the right time, and we have a commitment to continued growth.

**T** What does it mean to your company to have been selected twice as the onsite contractor for the Orange County Convention Center, the nation's second largest convention center?

**G** From a local perspective, there is a lot of pride involved. Our local headquarters is right down the road [from the Center] so it's a good fit. We're good partners with the County. It's a symbiotic relationship, and we are happy to do work in the first-class facility.

**T** You are currently in the process of expanding LMG's 58,000-square-foot Orlando facility and recently finished construction on the new 64,000-square-foot Vegas facility. The future looks bright. What lies ahead?

**G** We have a lot going on. We're going to expand the Orlando office and we recently moved in to our new Vegas facility. At some point, we would like to pursue a Northeast location. Simply put, our goal is to keep growing our business.

**T** Why has Orlando turned out to be an ideal location for LMG headquarters through the years, versus a city like Las Vegas or Chicago?

**G** Orlando has turned out to be a great location because of the weather, local attractions, reasonable cost of living, clean air and proximity to beaches.

**T** If you were to start this kind of business today, would Orlando be your place of choice?

**G** Yes. Orlando is in the early phases of its boom. There are still many opportunities that lie ahead. **X**

**T Texture: Why did you choose the business of video projection services?**

**G Les Goldberg:** When I was in high school, I started working for my neighbor and learned how to use a video projector. After seeing the demand, I decided to buy one that I could rent and operate around Orlando while attending Seminole Community College. It turned out to be a lucrative investment and altered my career path.

**T** In 1990, LMG broke the \$1 million mark and introduced the truck-in-a-box concept (a multi-camera video production package conveniently sent to clients in shipping cases and allowing for quick set up).