

# Steven Bankler, CPA

## Client Spotlight

Do you remember where you were when the World Wide Web arrived? Janie Gonzalez was a junior at UTSA. The year was 1994 and the Internet was just starting to make waves. Thanks to her background in sociology, Janie immediately saw the impact such a tool would have on the world, and jumped in feet first.

"I knew it would be like color TV or landing on the moon; it would be something that would change the way society functions," she said. She started a web design firm with college classmates, \$500 cash, and a credit card. And from there it was full steam ahead.

Their first office was on the south side of San Antonio, and they named their fledgling company after a tagger in the neighborhood who would spray paint the run-down buildings with his signature graffiti tag, "Webhead."

The company struggled through high interest microlending loans, racism, sexism - as a Latina CEO of a technology company - and the struggle to create credibility in a brand new field. It took 12 years before Webhead secured a line of credit with interest below five percent.

And yet despite these humble beginnings, today Webhead provides a multitude of services including web design and development, IT security, and hosting for a wide range of clients including the Department of Defense, United States Air Force, US Army Corps of Engineers, Life Time Fitness, Sushi Zushi, City of San Antonio, and the State of Texas.

A San Antonio firm who hired Webhead for an extensive web redesign said, "I was



immediately impressed with their approach to the project, and even more so with their expertise in design and development. Not all web firms can deliver this combination."

While a lot of their work involves top-secret government contracts, Janie recalls one retail client they helped transition from brick and mortar to an online store. She said, "They experienced exponential growth, and were ultimately acquired by Life Time Fitness. We still work with them today. It's so rewarding to see the huge impact an Internet presence can make."

As a Latina CEO, Internet pioneer, social innovator and nationally recognized technology business leader, Janie is reminded that working

in this industry is not without challenges. But with nearly two decades of experience, her unique vision continues to push Webhead to new heights.

Janie met Steve Bankler through The Alternative Board.

"From day one Steve has impacted me personally and professionally. I was impressed with his strong analytical and problem solving skills, his focus on working with privately held companies, and his diverse staff of brilliant CPAs," Janie said. "Running a small business you are often faced with human, social, and economic impact. You want to work with someone who is unabashedly passionate about the advice they give." Webhead has since seen an increase in net profits, increased credibility with their banking partners, and increased awareness of tax regulations and trends.

To learn more about Webhead, visit <https://www.webheadtech.com> or call (210) 354-1661.

