



Who's Who in San Antonio?

San Antonio (October 26, 2012) --- San Antonio's InGenesis Inc. has been named the fifth-fastest growing inner-city company in the country, according to the 2012 Inner City 100.

Combine that distinction with InGenesis leader Veronica Edwards' recognition last year as Hispanic Businesswoman of the Year by the U.S. Hispanic Chamber of Commerce, and you have a prototypical San Antonio success story.

Founded by Edwards 15 years ago, InGenesis specializes in providing staffing services for the health care industry. Recent major new contracts are transforming the company from home-based business into national powerhouse.

"To support our growth, we are building new systems and new banking relationships, and bringing on hundreds of new employees across the country," said Edwards. "The growth highlights the approach we have had since the beginning — the constant reinvention of the company to meet the demands of new opportunities."

Also coming soon from InGenesis are employee assistance tele-health services for government and commercial clients, a strategy born out of Edwards' early career experience in the telecom industry.

"Our short-term goal is to grow InGenesis into a \$1 billion-plus, locally headquartered company with a strong global presence," she says. "Next year we expect to be one-fourth of the way there."

Why is San Antonio the right place for InGenesis to grow and prosper?

San Antonio is a very entrepreneurial city. The culture here has always very eagerly supported the idea of someone starting their own business and building it. San Antonio is a small-business town driven by a strong entrepreneurial spirit that the business, education and civic leadership encourages in very tangible ways. And San Antonio is very supportive of economic development and businesses like InGenesis that create jobs and boost the economy.

What makes San Antonio the perfect place for a startup in 2012?

The main thing is that a startup business in San Antonio can get so much help here. The municipal, county, state and federal governments all are very active in providing resources to help entrepreneurs with education, planning, financial resources and more. Plus, we have great chambers of commerce, economic development agencies and banks that are extremely eager to help startups succeed. People here understand that when your business succeeds, the whole region wins. That attitude is a major reason why our economy has fared much better than most of the country over the past several years.

What are your personal favorites that make San Antonio a good place not only to work, but to make your home?

For one thing, it's a great place to raise a family. I was born and raised here, and my husband and I are raising our two kids here because San Antonio is a very family-friendly city. As an entrepreneur, it's very comforting to know that, while you are working so hard to establish your business, your kids are growing up in a good place. The joke we all make in San Antonio is that it's a "big" small town, and that's absolutely true. San Antonio is definitely one of the friendliest big cities in the country.

What do we still need to do as a city to improve both quality of life and work in San Antonio?

Two issues I am very involved with speak to both working and living: education and diabetes. I've been very involved with the University of the Incarnate Word because I believe each of us needs to do whatever we can to increase the level of, and access to, educational attainment in our city. I'm very active with the American Diabetes Association's local chapter because diabetes is so pervasive in our community. It afflicts thousands of people, and families are hit so hard by this disease. Anything we can do to help people avoid it or manage it more effectively will have a positive impact on quality of life while also contributing to economic health and wellness.

How do you plan for InGenesis to contribute to the future of San Antonio?

In addition to our work on diabetes, we are expanding our initial launch of satellite clinics that provide physician medical and disability evaluations. We expect in the near future that we will have locations in the San Antonio area. We also will continue to offer two scholarships, one for advanced nursing education and one for military veterans pursuing degrees or training in the medical field. With health care being such a large piece of the local economy, these scholarships support our focus on education as well as the city's economic development.

What do you expect to be the greatest challenges and opportunities ahead for you and InGenesis?

It's great to be growing as fast as we are, and that growth brings the kind of challenges businesses love to have. But I think all successful entrepreneurs have a special challenge and opportunity at a time when many businesses are struggling. That is, we are challenged to pass along what we have learned to the next wave of entrepreneurs. When we do that, we help our city thrive; we help other businesses create jobs, and we help create an environment that nurtures and attracts more entrepreneurs.