

## ‘No one is smarter than all of us.’

RICHARD O. WARTHER | VANGUARD ID SYSTEMS

### CEO FILE



Richard O. Warther with the Beech Bonanza he keeps in a hangar at Brandywine Airport.

CURT HUDSON

#### PERSONAL INFORMATION

**Name:** Richard O. Warther.  
**Title:** President and CEO.  
**Company, city:** Vanguard ID Systems, West Chester.  
**Type of company:** Manufacturer of bar-code/RFID cards and keytags.  
**Number of employees:** 80  
**Revenue in last fiscal year:** \$10 million  
**Recent project:** U.S. House of Representatives debit cards.  
**Education:** Kent State University, BA in communications.  
**First job:** Commercial property/casualty insurance at Liberty Mutual Insurance.  
**Little-known fact about you:** I was a technical official for “Indy Car” for a few years.  
**Home:** West Chester.

#### BUSINESS PHILOSOPHY

**Essential business philosophy:** No one is smarter than all of us. Nothing happens until someone sells something.  
**Best way to keep a competitive edge:** Continue to develop solutions that solve customer’s “dangers, opportunities and strengths.” Stay away from commoditized products.  
**Yardstick of success:** How much free time I am able to spend with my family and friends.

**Goal yet to be achieved:** Fly my own jet.

#### JUDGEMENT CALLS:

**Best decision:** 1) To buy out my partners in 1996 and 2) to move the company to the airport in West Chester.  
**Worst Decision:** I hired a friend to be my national sales manager.  
**Toughest decision:** To buy out my partners in 1996.  
**Mentor:** Dan Sullivan, founder of Strategic Coach.

#### TRUE CONFESSIONS

**Word that best describes you:** Complex.  
**Like best about your job:** I have been fortunate to attract and retain some wonderful talented and creative people. I get to be a cheerleader for a great team of people who are like family.  
**Like least about your job:** Letting people go.  
**The most important lesson you’ve learned:** Be the first in the marketplace with a solution that is credible. The credibility of the product and the company is far more important than any sale no matter how big.  
**Life motto:** Life is a journey, not a destination.  
**Greatest fear:** Personally, bad health of someone close to me; professionally, the

company becoming complacent.

**Person most interested in meeting and why:** Bill Gates — because, like me, he started from scratch as an entrepreneur.

**Company you respect most and why:** Google — they look at what people want and think outside the box to deliver solutions.

**First choice for a new career:** Sailboat builder.

**Greatest extravagance:** becoming a member of the Exclusive Resorts travel club.

#### ET CETERA

**Award/honor most proud of:** Elan Award 1999, awarded Outstanding Design from ICMA International Card Manufacturers Association.

**Most influential book:** “See You at the Top,” by Zig Ziglar.

**Favorite movie:** “Schindler’s List,” directed by Steven Spielberg.

**Favorite restaurant:** Dilworthtown Inn (where I proposed to my wife).

**Favorite vacation spot:** Phoenix House, Tryall Resort, Jamaica.

**Favorite room in the house and why:** Media room (man cave), with its 100-inch HD 1080i screen. It’s almost three dimensional.

**Favorite way to spend free time:** Flying my plane.

**Car you drive:** Porsche Cayenne Turbo. ■