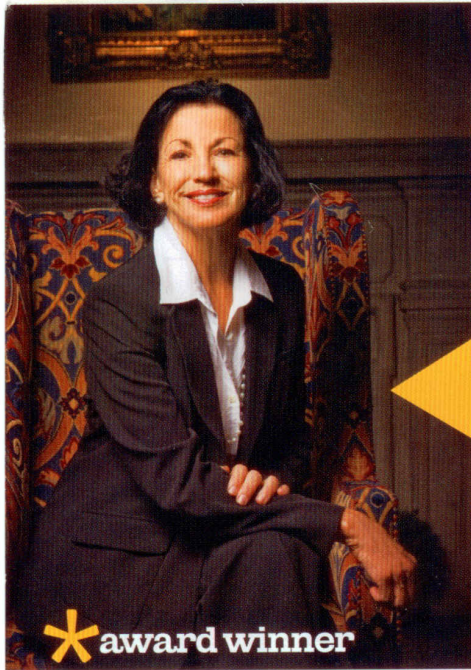


LIFETIME ACHIEVEMENT



make the steps and take the risks," she says. "A lot of people won't take the steps to do those things."

Her husband, Arvid Jr., retired from the bore business in 2003, but her three sons help operate the company today.

She says she's a ways off from retirement: "I'm not done. (My sons and I) are working on a plan moving more of my ownership into their hands. That process takes a long journey."

The recognition for lifetime achievement is one of several such awards Veidmark has received. She also was honored with the 2004 Response to Adversity Award from the Greater Phoenix Chamber

MARCIA VEIDMARK

COMPANY
Specialized Services Co.

HEADQUARTERS
Phoenix

2007 FULL-TIME EMPLOYEES
35

YEAR ESTABLISHED
1969

WEB SITE
sscboring.com

ABOUT 40 YEARS AGO, Marcia Veidmark and her husband were both attending college when they took a chance, secured a small bank loan and dug their first trench for telephone lines.

It's been a long ride for the company they called Specialized Services Co., which eventually found a niche using boring equipment to help utilities lay pipes and wires by cutting under roads and other structures without disturbing the surface.

Rather than finish their degrees, the couple poured themselves into their business.

Veidmark, 60, says she also was a managing partner for Montana Commercial Investments, and is a co-owner of V-Mark Investments, which owns commercial and residential property in Phoenix, El Mirage and Maui.

She also ran an auto-repair company and a timeshare company.

"(The businesses) grew out of myself and my husband, who are so entrepreneurial, who have the vision and are willing to

of Commerce (where she is a board member) and the 2002 Spirit of Enterprise Emerging Entrepreneur Award from Arizona State University's Center for the Advancement of Small Business.

"It's a huge honor," she says. "It is difficult to be awarded an honor like this because I know many fantastic people who have lived a life of achieving and sacrificing, but this honor is very big."

She acknowledges she began her main business in a non-traditional manner, without first putting together a business plan, but she helps others with such issues by acting as a business coach, and is a member of the Arizona chapter of the Women Presidents' Organization.

She also co-founded the Executive Leaders Forum, a development group for middle managers. ■ RYAN RANDAZZO