

The Bradenton Herald

MANATEE BUSINESS FEATURED ON SHOW

By Kurt D. Schultheis

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BRADENTON --- Administrative Concepts Corp. will be highlighted in an episode of Terry Bradshaw's "Pick of the Week" national television program.

The 10-year-old, Bradenton-based professional employer organization will host a film crew at its corporate offices at 406 43rd St. W. on Thursday. "Pick of The Week" is a show that usually airs on CNN Headline News and CNBC. It is hosted by Bradshaw, a four-time Super Bowl winner with the Pittsburgh Steelers, and highlights small to midsize companies. Bradshaw will not be in Bradenton for the episode's filming. He doesn't make every location shoot, producers said.

Researchers from Dallas-based Broadcast News Corp., which also produces the show, select companies as the focus of the weekly program. Each segment of "Pick of the Week" deals with hot topics facing businesses that help drive the economy.

George Bushong, co-owner of Administrative Concepts, said the show's criteria for selection was kind of a secret process.

"They were looking for businesses that are successful and are a little different and not the run-of-the-mill," Bushong said. "And in Bradenton, PEOs are like service stations."

Human-resourcing companies like giant Gevity HR, The NELCO Cos., Employee Leasing Services, Sunwest, Progressive and others are scattered throughout Manatee County. There are more than 30 PEOs, both large and small, from Sarasota to Tampa.

Dan Usry, executive producer of Broadcast News Corp., said the company's mission is to provide positive content for mid- and small-size companies. The news show seeks out companies and does extensive research before contacting them about appearing on the show.

"My producers decided they wanted to do a piece on a human-resourcing company and Administrative Concepts beat out a wide range of companies for the spot," Usry said. "They shined real well."

Administrative Concepts had \$307 million in revenue last year, and Bushong has predicted the privately held company will earn \$4 million this year.

Bushong and his wife, Sarah Peel-Bushong, put up \$6 million this summer to create a company-owned workers' compensation insurance carrier called Southern Eagle Insurance. Many PEOs have had a tough time getting and renewing workers' compensation coverage because of the number of resources that the companies represent. The in-house insurance carrier gives the company an edge on its competition, he said. Administrative Concepts has more than 900 clients and hopes to acquire other PEOs.

The episode will air 6 to 7 a.m. Dec. 13 and 7 to 7:30 a.m. Dec. 15 on cable news channel

CNBC. It will be the second Manatee County-based company to host a television show production crew in just more than a month's time.

In mid-October, the Travel Channel's "John Ratzenberger's Made in America," which celebrates homegrown American companies, profiled Manatee County boat manufacturer Chris-Craft in an episode that will air sometime in 2006.

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Memo:

Kurt D. Schultheis, Herald business reporter, can be reached at 748-0411, ext. 2120 or at kschultheis@HeraldToday.com.

Herald Staff writer Tilde Herrera contributed to this story.

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