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MAGAZINE

The Little *TECH-Engine* That Could

Sean T. Gorman
President/CEO & Founder
Safety NetAccess Inc.

SAFETY
NetAccess

What happened on Sean Gorman's way to running one of the leading technology solutions firms in the nation? – A LOT!

If you ask Sean Gorman, the founder, president and CEO of Safety NetAccess Inc., how he got where he is today, he will likely respond – “How much time do you have?”

It has a great deal to do with a father who taught him to dream, a mother who kept him grounded, and a deep-rooted passion for anything hockey. Sound funny? Maybe. But Sean will tell you they have all been instrumental in his success today.

“I know that in selecting a high-tech firm, you need to find a company that is full service with a universal understanding of your unique needs and a servicing structure in place to troubleshoot potential problems. You need a firm that shares your level of commitment to your customers. I found Safety NetAccess to be such a firm.”

**John Murtha,
General Manager**

The Millennium Bostonian Hotel

At 37 years of age, Sean currently runs a company called Safety NetAccess Inc. SNA is a leading national high-tech solutions company that provides a broad range of technology products and services, including security, as well as, wireless and wired high-speed networks which are managed, monitored and maintained with 24/7 LIVE support. SNA provides these high-tech solutions to hotels, hotspots, office parks, event centers, college campuses, malls, apartment complexes, and more on a national platform.

“We have a very talented group working for SNA and an impres-

sive client base,” says Sean. “But the road to where the company is today felt a lot like “The Little Engine That Could.” It took a tremendous amount of hard work, incredible focus, and a real belief that we could do this.”

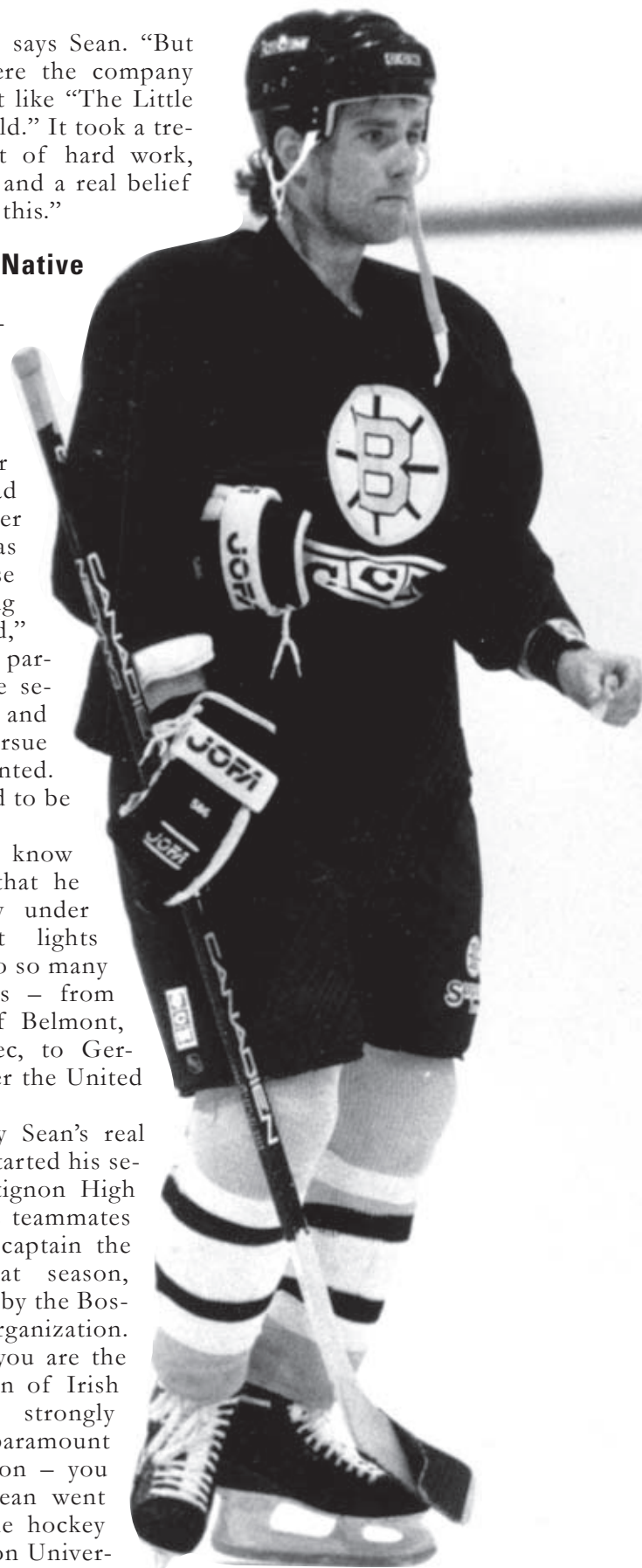
New England Native Scores Big

This New England native feels that he grew up more fortunate than most. “I was luckier not because I had everything I ever wanted. I was luckier because I had everything I ever needed,” claims Sean. “My parents gave me the security, stability and confidence to pursue whatever I wanted. Hockey happened to be what I wanted.”

Little did he know that this game that he would first play under flickering street lights would take him to so many interesting places – from his hometown of Belmont, Mass., to Quebec, to Germany, and all over the United States.

You might say Sean's real hockey journey started his senior year at Matignon High School where his teammates selected him to captain the team. Later that season, Sean was drafted by the Boston Bruins organization. However, when you are the second generation of Irish immigrants who strongly believed in the paramount value of education – you go to college. Sean went on to captain the hockey team for Princeton University and graduated in 1991.

The most difficult day in Sean's life came on the hockey season's opening night of his sopho-



Sean Gorman at the Boston Bruins Training Camp – 1992

more year at Princeton. He got a call that his father, at the age of 53, had passed away after a short battle with cancer.

“To say I was devastated doesn’t even come close. My father was my greatest advocate, the brother I never had, and the kind of father a son would die for. I knew how lucky I was even at 19 years of age – I just knew,” says Sean.

So when the Bruins wanted Sean to leave Princeton prior to graduating, to replace the farm-team players who were now moving up to Boston for the playoffs, he had to decline.

“Princeton wouldn’t let me take the time away from school and still graduate with my class. I had to say ‘no,’ because finishing Princeton was the last thing I promised my father I would do,” said Sean. “My father was all about doing the right thing – saying what you mean and meaning what you say. It was the right thing to do. I never regretted it.” Having that same personal and professional integrity as his father is something Sean, and in turn the SNA team, continue to strive for every day.

Upon graduation, Sean played professional hockey for several organizations – the Providence Bruins, the Kansas City Blades and the Oklahoma City Blazers – before he hung up his skates to become a stockbroker. He stayed involved with hockey as the official color commentator for the OKC Blazer radio broadcasts. While in Oklahoma City, Sean also started a successful (and first of its kind in the area) rollerblade sports facility, THE RINK, before meeting his future wife, getting married, and returning to his native Boston to start a family that now consists of three sons. Once back in Massachusetts, he began to look for the next opportunity. He founded Safety NetAccess Inc. in 1999.

“I first became aware of SNA in 1999 when they were still a young firm but smart enough to partner with some of the biggest names in the tech world and offer enterprise-grade equipment. That partnership, coupled with the fact that SNA didn’t try to oversell their capabilities, gave them instant credibility in my book. I know that their core competency is forward thinking – always improving and evolving, keeping me and my properties on the cutting edge. Making me look good for making a smart decision to partner with them – now that’s the kind of company I will do business with again.”

**Marc A. Landry,
President**

American Hospitality Development Company



James Kephart
Chief Information Officer
Safety NetAccess Inc.

Safety Net, Technically in Place

“When we were starting out, I remember being shocked to see so many companies promising services for free or next to nothing,” says Sean. “We would keep punching the numbers of the various models and could not in good faith meet some of the competitors’ promises. I remember meeting with several GMs to tell them that SNA would not make false promises, but that we would deliver the most reliable products, state-of-the-art equipment, and the best service and support. I simply reassured them that we were in it for the long haul.

“It felt a little like shooting ourselves in the foot at the time, but my mother just kept reminding me that this was my company with my reputation on the line – I was ultimately responsible for whatever SNA promised. And she was right, because it quickly became apparent that our staff’s frank honesty resonated with folks when we received plenty of callbacks from properties who had been burned by the companies that had over-promised and couldn’t deliver, or were no longer around.”

Today Safety NetAccess Inc. is a leading national high-tech solutions company that has a talented support team

“When selecting a technology partner, I knew I needed to find a company that shared the Saunders’ sense of integrity, one that would be around for the long haul, one that would be equipped with the proper resources to handle the challenges of a major installation, and one that could supply strong references from similar 5-star properties. Safety NetAccess had it all.”

Dan Lewis,
Vice President, Finance
Saunders Hotel Group

made up of experienced technicians to ensure superior service for SNA clients and their end users. To date SNA has installed a variety of network environments for hundreds of clients in some 26 states across the country.

Sean encourages his sales team to delve into prospects’ needs because SNA can offer additional services, such as: satellite television programming; e-mail services; website design, development and revamping; hosting capability with customized portals; colocation space; spam services; and more.

“We have found that many clients prefer to group some of these services in packages based on their individual needs,” says Sean. “Whether a company is a one-of-a-kind boutique comprised of just a few employees or a multiple-site conglomerate, the SNA sales team encourages clients to select only those products and services that are needed on an à la carte basis. They can also choose the pricing model that best suits their individual technology requirements. Our options are designed to be versatile to address our clients’ diverse needs.”

One of SNA’s original goals was to design a group of products and services to simplify the client’s often overwhelming technology needs. SNA felt that offering a turnkey solution oftentimes allows customers to offer the highest level of products and services without having to hire or manage additional employees. SNA’s unique ability to provide all these complex services has allowed it to become a one-stop-shopping network provider. And after all, that is exactly what Sean and the SNA team set out to do.

“Like anyone starting a business, you try to determine a need and the best way is to fill that need,” says Sean. “We set out to provide technology to clients who knew they need-

ed it but didn’t want to hire a staff of specialists to install and maintain it. I’d like to think we achieved that. But in the rapidly changing world of technology you have no time to celebrate. Your company must always be growing, adapting, researching and evolving to stay ahead of the clients’ changing needs. I’m confident that the well-equipped staff we’ve assembled at SNA is up for that forecasting challenge.”

Many entrepreneurs would likely agree that the path to success is never the shortest distance between two points, but rather a winding path less traveled. Sean let his passion for hockey take him on a journey that was anything but direct – but he wouldn’t have done it any other way.

“My father used to tell me – just keep showing up and give it your all each day. Live with integrity and you’ll make something you can be proud of,” says Sean. “I have reached a point in my life and in my career that I think I finally understand what he was trying to teach me. I am very proud of what we have been able to accomplish to date at SNA and look forward to each day and the new challenges that it will hold. As for hockey, you can find me along with my three sons in my backyard rink – what could be better than that?” ▲

SNA Products & Support Services

- 1 Wired & Wireless (WiFi) High-Speed Internet Networks
- 2 Website Design, Development and Hosting
- 3 Portal Design and Implementation
- 4 E-Mail Services
- 5 Satellite Television
- 6 Colocation Capability
- 7 24/7 Network Management & 24/7 Live Help Desk
- 8 Security Products & Services



For more information on Safety NetAccess products and services visit their Website: www.safetynetaccess.com or call 781-871-9126.