

# FUTURE 50

JANUARY 2010

## Chesapeake Environmental Management, Inc.

Founded: 1993  
President and CEO:  
Stephanie Novak Hau

### BUSINESS DESCRIPTION

Chesapeake Environmental Management, Inc., (CEM) provides practical scientific consulting services focused on managing, improving and protecting land and water resources.

### TARGET CUSTOMER

CEM serves as trusted environmental advisors to commercial and governmental entities that choose to responsibly manage the natural resources that affect their business concerns. Its clients include managers of large land tracts, such as state agencies, as well as those who manage smaller tracts, such as schools and golf courses.

### GIVEN THE ECONOMY, HOW HAVE YOU HAD TO ADJUST YOUR LEADERSHIP STYLE OR STRATEGIC VISION FOR THE COMPANY OVER THE LAST YEAR?

"Our strategic vision, and therefore management leadership style, has remained the same since we opened our doors almost 17 years ago. We look to add smart, creative people that have an entrepreneurial outlook. We give these people freedom to pursue projects, cli-



ents or opportunities that meet our two basic criteria – they must be profitable and they must result in practical scientific applications to improve communities. We balance this freedom of pursuit with an expectation of personal and financial

responsibility to both the client and the company. This flexibility allows us to keep a constant lookout for opportunities, and when an opportunity presents itself, we can act quickly without worrying about whether or not it was prescribed in detail by our management."

### DESCRIBE HOW YOUR COMPANY CULTURE IS CONTRIBUTING TO THE SUCCESS OF YOUR COMPANY.

"At CEM, our success is a direct result of our culture. How could it be any different? We intentionally hire people who are motivated to help grow the company, give them the freedom they need to grow it, and then reward them according to their contribution to its growth with cash awards and the op-

portunity for direct purchase of company stock. To us, this is just common sense, but in our industry where a top-down hierarchy is the norm, our culture is seen as unique."

### WHAT ARE YOUR PLANS TO CONTINUE YOUR COMPANY'S SUCCESS INTO 2010?

"Albert Einstein once said that the only purpose of science is to improve the condition of humanity. We believe firmly that the highest purpose of a business is to provide products and services that focus on enhancing and enriching our communities, because strong and vibrant communities are the very foundation of our country. At CEM, we bring both of these ideas together as we strive to provide the most practical and sensible solutions to problems that face our neighbors. We believe that this dedication to service will continue to drive the growth and profitability of CEM."

**"Our success is a direct result of our culture. How could it be any different?"**

Bel Air, MD

Seen in the January 2010 issue of Baltimore SmartCEO magazine

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