

BUSINESS & FINANCE

Sadrieh to Receive 'Best New Business'

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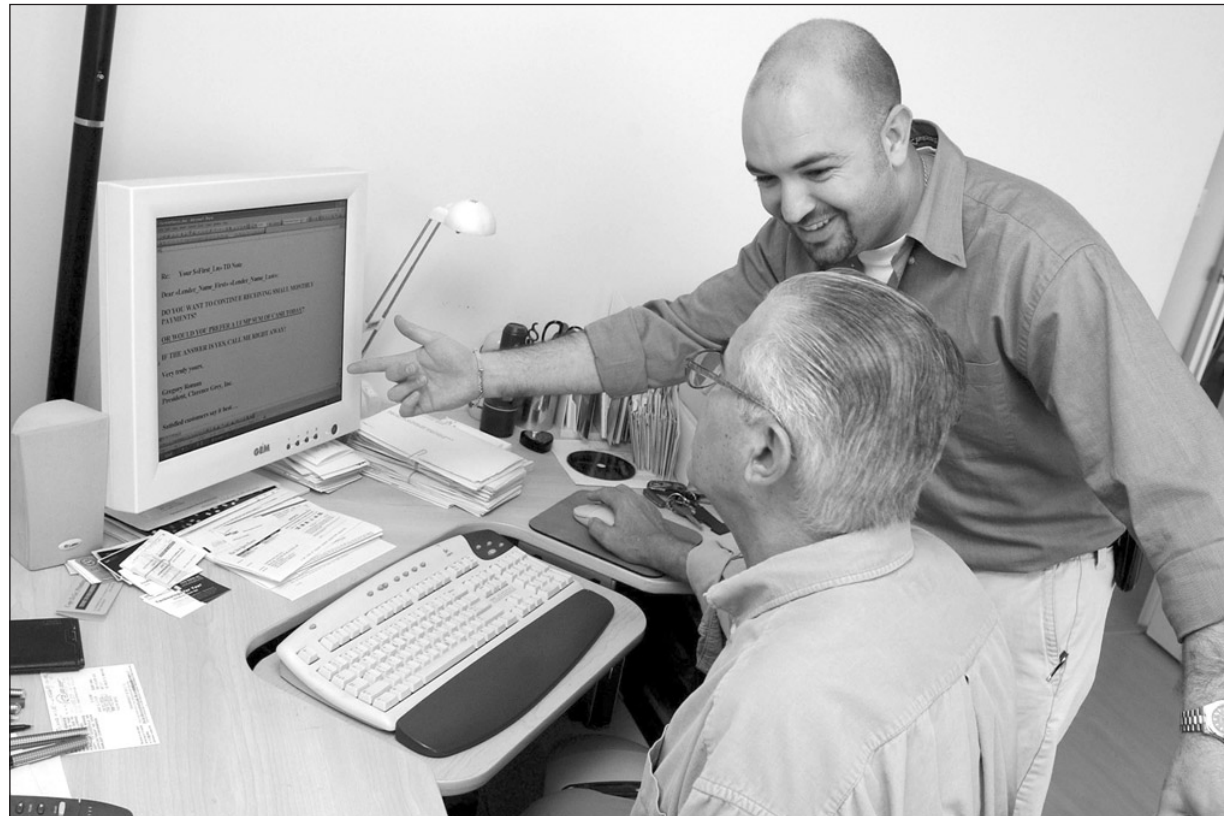
In the fast-paced world of 21st-century technology, where a Palm Pilot has more computing power than NASA did during the Moon missions, a new industry has emerged that helps the average person cope with and harness all the new technology. These companies have proven critical in recent years, which is one reason why Ramis Sadrieh's company "Technology for You!" will receive this year's Best New Business Award from the Palisades Chamber of Commerce.

The criteria for this award reads: "The recipient must be a new, stable business that is needed in the community; been in business at least one year and not more than three years; and be actively involved in the Chamber and the community."

Technology for You! provides consulting and help with training, repairing, upgrading and installation for all kinds of technological gadgets, including computers, home networks, digital cameras, MP3 players, home entertainment systems and much more.

Based in Sherman Oaks, Sadrieh works mostly with individual clients with home systems, but also helps small businesses with their technology needs. One of his many small-business clients is the *Palisadian-Post*.

Sadrieh has been a longtime member of the Palisades community. He attended Marquez Elementary, Paul Revere Junior High, and Palisades High and was chosen as the 1993-1994 Mr. Palisades. He attended UCLA for his undergraduate degree, and first got the idea for Technology for You! when he was working on his



Best New Business winner Ramis Sadrieh makes technology fun as he instructs Greg Roman, a client who lives in Westwood.

Rich Schmitt/Staff Photographer

MBA at Pepperdine.

"I loved technology ever since I was a kid," says Sadrieh, who was keenly interested in developing a business that would allow him to take his expertise with technology and forge it into a company where he could provide a service to the consumers. Thus, Technology for You! was born in August 2003.

In addition to his business, Sadrieh devotes a large part of his life to his other passion, the violin. He played violin in the Palisades High Orchestra, and began to play concurrently in the Palisades Symphony, something he continues to this day. When asked about balancing his business and

his instrument, Sadrieh says "Business has the priority; this is my livelihood. But playing the violin is still something I enjoy."

Sadrieh is continuing to serve the community. He is a member of the Chamber of Commerce board, and earlier this year founded a business networking group composed of representatives of various businesses from the Palisades and neighboring communities. "I could have joined an existing group, but decided to create my own instead," he says. His group has more than 20 members, and meets for breakfast every Friday in Mort's Oak Room to facilitate communication and cooperation among the members.

Along with his myriad of busi-

ness and music-related activities, Sadrieh is also engaged to be married. He and his fiancée, Sara Boroomi, vice president of Technology for You!, are scheduled to be wed this August.

Pleased to be honored by the Chamber, Sadrieh says he views the award as a recognition of Technology for You!'s success. "I already knew I was being productive. When I came late to a Chamber mixer at the American Legion, and I walked in, they announced me on the loudspeaker and the people applauded."

He adds, "I really owe it to my parents and friends for being so supportive. It's important to have good people around."