

Palisadian-Post

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22 PAGES

THURSDAY, FEBRUARY 12, 2004 ♦ PACIFIC PALISADES, CALIFORNIA

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Mr. Palisades '93 Launches Technology Firm

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Mr. Palisades. Violinist. Businessman.

When Ramis Sadrieh graduated from Palisades High School in 1992, he didn't know what kind of career he wanted to pursue. Now the owner of a Sherman Oaks-based electronics and computer business called Technology for You! Sadrieh hopes his entrepreneurial drive will ultimately bring him back to his Pacific Palisades hometown.

"I'm a product of the Palisades," says Sadrieh, who grew up on Lachman Lane and attended Marquez Elementary and Paul Revere Junior High. After graduating from PaliHi, he studied biochemistry at UCLA while working at the Palisades' Bank of America branch as a senior teller.

"I thought I was going to become a doctor," says Sadrieh, whose father, Khosrow, is a radiologist, and mother, Fatemeh, a dentist. During his junior year, he switched his major to mathematics and applied science, with a focus on computers, and earned his degree in 1997. "I realized I love computers far more than the human anatomy."

Sadrieh worked for four years, first as a computer technician and then as manager at several companies before earning his MBA from Pepperdine in 2003. He spent six months developing the idea for Technology for You! which was his final project in business school.

The company provides personal consultation in homes or offices, dealing with computer and consumer electronics, including satellite TV and radio, as well as complete home-theater design and car audio/video design.

"A lot of people buy the latest technology and don't know the functionalities [of what they buy]," Sadrieh says, citing digital cameras as an example. "I provide training on how to use these technologies." He can also advise clients on which computers and electronics to buy.

In order to start his busi-



Ramis Sadrieh works on a computer at his client's home in Westwood.

Rich Schmitt/Staff Photographer

ness, Sadrieh created "a strategic marketing plan that could almost pass for a business plan" and invested some of his own money, in addition to applying for an SBA (Small Business Administration) loan. Though this kind of government-backed loan can be "difficult to get," he says he got it because "anything technology-related is the wave of the future."

Sadrieh initially wanted to call his business Technology Made Easy, but the name was taken. He didn't like the other option, Technology Easy, so he thought of Technology for You! which was available, and bought it immediately. The name costs \$9 a year.

He started the business last August and recently purchased a company van. In a few months he hopes to have a plan to open a storefront. "Business is picking up. I've already been

able to expand to not just providing computer services but also selling cellphones, satellite discs and radios."

Most of Sadrieh's business is in West Los Angeles, including Santa Monica. A third of his clients are Palisadians and he eventually wants to concentrate on the Palisades. He joined the Chamber of Commerce last fall and says, "I want to be on the board so I can give back to the community."

In 1993, Sadrieh played the violin for his talent segment of the Palisades Youth Pageant, and earned the title of Mr. Palisades alongside Miss Palisades Allegra Piaggi. A violinist for 20 years, he still plays with the Palisades Symphony Orchestra.

"I've become such an entrepreneur, I never thought this would happen," says Sadrieh, 29 in March, whose fiancée, Sara Boroomi, works as his marketing assistant. He

has three technicians.

Most of the calls they get are from people who want wireless networking set up in their homes and/or offices. Their biggest client is currently the Irvine-based Morpho Technologies for Motorola and other companies. Sadrieh also works with Adelphi Communications, which refers clients to him.

About 60 percent of Sadrieh's business is residential jobs, and his biggest job involved setting up a client's home entertainment system. However, 70 percent of his revenue comes from commercial projects.

Standard prices are \$85 for the first hour, \$160 for two hours and \$225 for three hours (15-minute increments after the first hour). There's currently a promotional price of \$75 for the first hour, including a free consultation for big projects. A

client who refers someone else to Technology for You! gets one hour of free service. Labor is warranted for 90 days and parts are warranted for one year.

He also offers *Palisadian-Post* readers some free advice on how to avoid, or prevent, a virus attacking your computer:

- Always purchase a virus protection program (Sadrieh recommends McAfee VirusScan).
- Always update your virus definition database.
- When surfing the Internet or opening e-mail attachments, don't open something if you don't know what it is or who sent it.
- Consider purchasing a firewall program, which protects against someone hacking into your computer as well as pop-ups that could cause problems within your system.

Contact: (888) 324-3678 or go to www.technologyforyou.com.