



## GreenPages: Innovative technology, compassionate people

At GreenPages Technology Solutions in Kittery, you've got a mini-Google going on. People are smart, talented, expressive and fun loving.

"The first thing people are struck with when they come into the building is our office sort of vibrates with the buzz of people working here," Belinda Braley, GreenPages' director of human resources, says. "On a typical day, a lot is going on. We're a fast-paced organization." GreenPages, an IT solutions provider, helps businesses with their technology needs and provides consulting services. "We're usually working at a fast pace," Braley reinforces.

At the same time, it is not unusual for the company to make an impromptu plan at lunchtime to fire up a barbecue outside when the weather's nice. "It's very picturesque here," she says, of the company's southern location. "We're right on the river."

And the company's brisk pace also does not discourage people from taking a mid-morning break to go for a riverside run. "We're relaxed, casual but constantly busy," Braley says. "Our flexibility is one of our biggest assets."

That flexibility extends to where and how workers work. The company has made it easier for people to work from home when they need



*GreenPages employees gather on the lawn of their waterfront office in Kittery*

to, responding to a request from employees. "We're a technology company so we have the technology that allows people to do that," Braley points out.

When employees are at the office, they're working in an open, collaborative space. There are only two offices — the president's and Braley's. "Everyone else sits in open cubicles, so there's a lot of team interaction," Braley says. "That can tend to be high energy."

Although everyone is techie-oriented and knowledgeable, which presumably could lead to competitiveness, the quickly evolving world of technology keeps everyone on an equal playing field in a way. "You're always in a learning mode," Braley says.

Also, because employees can't rely on fixed solutions that can be reapplied over and over, they must be ingenious and creative, which reinforces the spontaneity of the workplace environment.

Employees begin a project with a client "with an open mind" to better achieve a personalized solution. "As an employer we continue to

nurture our culture because it really works for us," Braley says.

Meanwhile, the company also encourages active involvement in the community. Besides being a corporate sponsor for Operation Frontline, which educates low-income families on nutrition, GreenPages has set up an in-house charitable fund that employees can make donations to with payroll deductions, and which supports agencies that provide essentials to families in need.

GreenPages also has set up several other means of raising money for local agencies, such as staging an annual ChiliFest in the fall, and it supports the volunteer efforts of its workers by matching donations raised by employees for their cause of choice.

"Our goals ahead are to mindfully grow our business, and do the right things to attract people," Braley says. "The technology industry is incredibly competitive, and we want to look at total rewards — compensation, benefits, intangible benefits — and make sure we pay attention to these and don't get complacent."

### **GreenPages Technology Solutions**

33 Badgers Island West, Kittery, ME 03904

**Top local executive:** Ron Dupler, President and CEO

**Year established:** 1992

**Maine employees:** 130

**Website:** [www.greenpages.com](http://www.greenpages.com)

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