

Destination of Choice

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Once upon a time, visions of warm Florida sunshine lured snowbirds and retirees by the thousands to Pasco.

Now its quality of life is tempting families and employers, as they dream of communities with nature trails, affordable homes and attractive employment centers.

LOUIS MENDELSON COULDN'T HAVE a horse in Tampa's Carrollwood, so he moved to ranch country in Pasco County's Wesley Chapel. That was more than a decade ago. Since then Wesley Chapel has become an upscale suburban destination and Mendelsohn, a former Tampa hospital administrator, has taken what started out as a hobby and turned it into a multi-million dollar international business.

His company, Market Technologies LLC, is soaring, with a record 359-percent increase in sales growth from 2000-2003.

Market Technologies was named to the 2004 *Inc.* 500 list of fastest-growing, privately-held companies in the U.S.

Mendelsohn's firm is a pioneer in developing and distributing intermarket analysis futures-trading software. Its proprietary VantagePoint forecasts trends in 43 commodities and financials markets, including gold, corn, coffee and oil, and the NASDAQ 100 Index, U.S. Treasury Notes and Japanese yen.

Although Mendelsohn says that VantagePoint has sophisticated mathematical algorithms embedded in its software, the product is user-friendly. "You don't have to be a rocket scientist to use this product," says the company's Web site (www.tradertech.com).

Maybe that's what makes it so popular, or perhaps it's the company's claim of 80-percent accuracy, which is backed up by sales: \$1.4 million in revenue in 1999; \$6.5 million in 2003; and an expected \$8.5-million for 2004.

Read online at
www.maddux.com



HORSE SENSE Louis Mendelsohn, president of Market Technologies in Wesley Chapel, and two friends.