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TALK OF FLORIDA

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TRENDSETTERS - DECEMBER 2005 ISSUE

**Trendsetters: Family Business**

*By Mike Vogel*

**A Second Chance**

Jon Yob had the classic entrepreneur's industrious start, helping at his father's business at age 5, earning his real estate license at 18. At 20, he bought a metals recycling plant in Tampa to generate cash for real estate investing and get a toehold in business.



**JON YOB**  
CEO / *Creative Recycling Systems*  
**TAMPA**

**CHILDREN:** Natalie, 9; Alexis, 6

**COMMUNITY:** On the board of Joshua House, a home for abused, abandoned and neglected children in Hillsborough County; Prevent Blindness Florida; Recycle Florida Today; Kids Charity.

**COMPUTERS:** More than 1,000 donated to various causes, including laptops the Red Cross used in Hurricane Katrina.

In 1989, life took an unexpected turn. Heavy equipment at the recycling plant fell on him, and he nearly bled to death. After recovering, he plunged into volunteering and was restless at work. "I wasn't — I don't know if fulfilled is the right word — it wasn't demanding enough intellectually," he says.

He noted the growing volume of electronics being discarded and in 1994 founded Creative Recycling Systems. "It was an opportunity to do something in a place (where) there weren't all these experts and answers already."

He says his brothers Joe and Carl have been there from the start. As many as 12 family members have worked at the company. The 67-employee company was named the University of Tampa's

Florida Family Business of the Year in 2003 and MassMutual's National Family

Business of the Year in 2004.

CRS plants in Florida and Georgia this year will recycle 2 million pounds of TV and computer monitor leaded glass and a half-million computers. Precious metals recovered can run \$2.50 to \$3 per unit. Volume is such that Yob is automating facilities.

Yob, 43, won't disclose financials but says revenue has grown 40% per year for three years. He plans to expand to other states.

"I'm in God's hands," Yob thought as he was being rushed to the hospital in 1989. "I've really tried to do good things since then. I feel like I'm a better person. It's been very important to me to give back to the community."



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