

Tech-firm pioneer, 26, morphed from teen entrepreneur

When Todd R. Schorle was a high school student, he grossed about \$50,000 a year with his fledgling computer company. Those early beginnings have charged into a full-scale operation.

By **Christopher Hinz**
Reading Eagle

Ten years ago, Todd R. Schorle led a dual life.

As a Gov. Mifflin High School student, he divided his attention between the classroom and running his own computer and Internet company, Todd Schorle Technologies, which he founded in 1996 out of his family's Brecknock Township home.

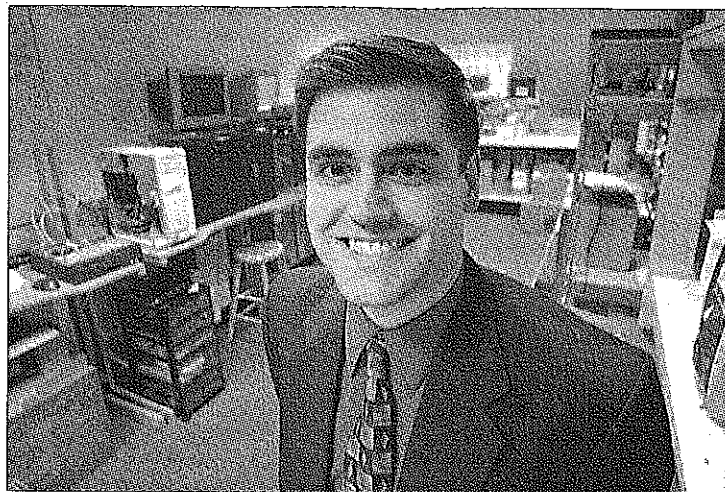
Today, high school and college is behind him and TS Tech Enterprises Inc. — he changed the company's name in 1999 — occupies an 1,800-square-foot facility at 3 Park Plaza, Wyomissing. As president and CEO, Schorle, 26, oversees nine employees who provide computer hardware, Web design and support services to some

600 clients in Pennsylvania, Maryland, Delaware and New Jersey.

"We have plans to expand in 2006," Schorle said. "Growing as a small business is definitely one of the more challenging things I've come across."

It's difficult to believe anything would prove challenging to an entrepreneur who founded a high school business at 16 that grossed nearly \$50,000 a year building and selling computers, and providing technical support for local companies. That fledgling business also gave a good hourly wage to a handful of young, computer-savvy employees, all fellow Gov. Mifflin students.

After high school, Schorle continued double duty, attending Penn State Berks-Lehigh



Reading Eagle: Lauren A. Little

Todd R. Schorle, founder of TS Technologies Enterprises Inc., Wyomissing, says the business requires a personal touch.

Valley College (now Penn State Berks campus), where he managed to schedule many of his courses in lump periods, creating blocks of time to devote to the business.

Since earning a bachelor's degree in business manage-

ment and marketing in 2002, Schorle has updated TS Tech's business plan on an annual basis, keeping the company attuned to trends and changes in the ever-dynamic computer field.

The result?

"We've had offers on the business and we've turned them down," Schorle said.

Because his full-time schooling is done, Schorle said his average work week has shrunk to 50 or 60 hours, and he doesn't work weekends anymore.

That's even left him time to get engaged and plan an April wedding with Melissa Vanasek, whom he met at a business and marketing event in 2002.

Schorle travels a lot for client appointments, and he swears by his tablet PC, a portable computer that enables handwriting directly onto the screen.

"It is the up-and-coming technology," he said. "As a one-step tool, for me it really has changed the way we do business."

Recently, the firm has been working with medical and dental businesses, he said.

"The dental market probably consists of the majority of our business," said Schorle, adding

TS Tech Enterprises Inc.

Address: 3 Park Plaza, Suite 306, Wyomissing

Phone: 610-288-0780

Web site: www.ts-tech.com

E-mail: sales@ts-tech.com

that much of the firm's work is generated through referrals.

A Wyomissing resident, Schorle is big on maintaining the personal touch with clients.

And he credits his team — his employees — for contributing to the firm's success, including cousin Bruce M. Schorle, 24, the company's vice president.

"Anyone can fix a computer, but you have to be able to work with people," Todd Schorle said. "Getting a computer with service is what the market's all about right now."

■ Contact reporter **Christopher Hinz** at 610-371-5050 or chinz@readingeagle.com.