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PROFILE

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## Former student hailed one of 'Top 25 Entrepreneurs Under 25'

By Rebecca Irby

Having interviewed Arnold Schwarzenegger by the age of 17, now 21-year-old Joel Holland has made it big. The 2003 McLean High School graduate has been named by Business Week as one of the Top 25 Entrepreneurs Under 25.



Joel Holland interviews California governor Arnold Schwarzenegger at 17 for his program Streaming Features. "I think a million miles an hour," Holland said.

Holland started his company Footage Firm when he went to Hawaii for a family vacation. He took films of the Hawaiian sunsets and waters, and edited them to sell on eBay to producers of video projects. Holland's business started out slow, earning a couple thousand dollars every so often throughout high school. He now has over 26 videographers working for him, traveling around the world to produce films to sell to other producers.

"I've always loved the art of selling," Holland said. "I'm really driven by capitalism; its power amazes me."

Within the last year or two Holland's Footage Firm has become more serious about growing its sales revenue. The company is now growing exponentially and is extremely close to its \$100,000 mark.

"Nothing's ever good enough," Holland said. "Now that we've almost reached our \$100,000 mark, I want to reach one million."

Holland took a year off between college and high school to work, deciding that he wanted to do his own thing and see how it worked out. After working with colleagues two to three times older, he was looking forward to going back to school so that in the future he would at least be equally up to par academically with his colleagues. He currently attends Babson College, ranked the number one entrepreneurship college in the United States by U.S. News & World Report's 2006 "Best Colleges in America."

In addition to his studies, Holland hosts Hollywood Futures, maintains Kidz Online, runs Footage Firm, and produces Streaming Futures.

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Streaming Futures is a national, non-profit program for teens. Holland has interviewed over 150 professionals in various fields, including Arnold Schwarzenegger, Vinton Cerf (father of the internet), Doug McCorkindale (CEO of Gannett, which owns USA Today and 99 other newspapers and television stations) and Steve Forbes. For five years now, Holland has approached professionals on his own through publicists and mutual contacts, sometimes spending up to three months calling, emailing and faxing sources to get in touch. His interview videos can be viewed online at [www.kidzonline.org](http://www.kidzonline.org).

"It's all a matter of trying," Holland said. "I've been trying for months to get an interview with Ralph Lauren, but I just can't get him."

Holland has a love for two things: business and journalism. He stays very busy during the week, returning emails and working at his companies, as well as attending classes and writing papers. He spends his weekend like any other college kid, from watching TV and partying, to taking time to recuperate for the next week.

"There's a lot more time in a given day than some people give credit," Holland said. "I try to find ways to make 48 hours in a day without overburdening myself."

Holland started making money early on. He sold trinkets in front of his house when he was 8, and moved on to selling golf balls at the local golf course. When the Internet became accessible, he started Internet programming and designing Websites for companies. As the new-age digital cameras and video cameras came around, he merged his talents in the two industries into what he has today.

"I think a million miles an hour," Holland said.

Throughout high school, Holland missed a lot of school to take trips for his business. He discussed his absences with the principal and attendance to make them accountable. Although gone a lot, Holland was a captain on the varsity tennis team, Entertainment Editor for the Highlander, president of DECA, founder and co-president of the Young Republican's club, and inducted into Quill and Scroll.

"I tried to balance work and school," Holland said. "But I did miss my fair share of classes."

Journalism and English teacher Becky Sipos said that she remembers when Holland came to class one day and said, "Sorry Mrs. Sipos, I'm going to have to miss journalism today; I'm flying to New York to do an interview with Steve Forbes."

As winter break is approaching, Holland will be in town from Dec 15 through Jan 15. He will be speaking at Marshall Academy business and marketing classes to talk about entrepreneurship.

Holland said, "Ninety percent of success comes down to confidence; nine percent is drive, and one percent is intelligence."



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