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Inspired by His Mentor, Atlanta Computer Technician Opens a Local “Geeks On Call” Franchise

Atlanta, GA – October 10, 2006 – For years, computer technician Jason Radtke daydreamed about what it would be like to run his own business. Now, thanks to the help of his former employer—who also happens to be his mentor—Radtke has embarked on a new chapter in his career by opening his own Geeks On Call franchise in the Atlanta metro area. Driving the signature blue Geeks On Call PT Cruiser, Radtke delivers a wide range of on-site computer services to homes and small-to-medium-sized businesses.

Prior to becoming a computer professional, Radtke worked as a paralegal in a law firm. After receiving a promotion to the position of office manager, Radtke was asked to solve some of the firm’s computer problems. Since he knew little about technology, he immersed himself in a self study of computer repair, and soon he was able to diagnose and cure a number of high-tech maladies. Radtke’s resilience soon earned him a well-deserved promotion to the position of computer-support manager. After working as a computer administrator for a few other law firms, Radtke left the legal world and joined academia as the University of Maryland’s help-desk technician and network administrator.

Three years later, while thumbing through his local newspaper, Radtke spotted a job posting for a new mobile computer-support company named Geeks On Call. He was intrigued by the idea of getting out from behind a desk and traveling to new places each day, so he inquired about the position. Shortly thereafter he was hired as a computer technician for one of the most successful Geeks On Call franchise owners in America, Jeff Phelps, who quickly became more than a boss—he also became Radtke’s friend and mentor.

Fascinated with Phelps’ rapid, self-made success with Geeks On Call, Radtke was inspired to follow in his mentor’s footsteps. With Phelps’ guidance and support, Radtke acquired the necessary business skills and capital to open his own Geeks On Call franchise. When the time finally arrived for him to strike out on his own, Radtke knew there was only one place he wanted to open his franchise: Atlanta, where his wife’s family has resided for over seven years.

“Atlanta is a vibrant city,” said Radtke. “I feel privileged to live here and to open my Geeks On Call franchise here.”

About Geeks On Call: In addition to being one of the most recognizable names in on-site computer services for homes and businesses, Geeks On Call is the #1 new franchise company in the United States according to Entrepreneur Magazine (January 2006 issue).

The services delivered by Geeks On Call include installations of hardware and wireless networks, computer privacy and security solutions, troubleshooting, repairs, consulting, and upgrades. The company’s certified, trained, and tested technicians drive blue or black Chrysler PT Cruisers adorned with the Geeks On Call logo and toll-free phone number (1-800-905-GEEK).

Founded in 1999, Geeks On Call began franchising in 2001 and today has over 300 franchises operating nationwide. For more information, visit www.geeksoncall.com. Geeks On Call franchises are independently owned and operated. ©2006 Geeks On Call America, Inc.