

DAN GUERRA

TITLE: Founder and owner, Argus Innovations **EXTRA-CURRICULARS:** LUCHA, Centro Hispano, Boy Scouts of America Four Lakes Council, YWCA **QUOTEABLE:** "My ego, or arrogance, is going to prove you wrong."



PHOTO BY MARTHA BUSEFF

Eyes Wide Open

Argus Innovations chief Dan Guerra was a man of vision – at eighteen By Kathryn Kingsbury

THERE COULDN'T BE A MORE APPROPRIATE MONIKER FOR Daniel Guerra's website design and hosting service than Argus Innovations. Guerra's personality resembles those of the two characters of Greek mythology for which he named his company: the

first, a giant with so many eyes (one hundred, to be exact) that at least one was always open; the second, Odysseus' dog, noted by the poet Homer for his service and loyalty.

Guerra, the twenty-two-year-old president and chief executive officer of Argus Innovations, has proven his eyes are always open to spot opportunities that others might miss. The most remarkable proof of this talent came during his senior year at La Follette High School, when he and soon-to-be business partner Brian Gourlie, over lunches at a nearby Burger King, dreamed aloud about going into the computer business together. They plowed ahead and, before

[Up & Comers]

graduating in spring of 2001, incorporated their company (then called Perfect Computing).

"A lot of people were saying, 'You can't do it, you're too young,'" says Guerra. "My mom and dad, when I first started, were very, very not happy with me." They wanted him to go straight to college. But a dozen clients later, "They came around," he says. Even his grandmother began referring customers.

"I'm of the mentality that nothing is impossible. My ego, or arrogance," – he cracks a smile – "says I'm going to prove you wrong."

Today, Argus Innovations has a roster of established clients, including Exel Inns of America, four-and-a-half employees and a subsidiary called Argus Telecom, which markets combined data and telephone service.

But Guerra is not satisfied with business achievement alone. His community service

Somewhere down the road, Guerra can see running for city council or even mayor as a possibility.

accomplishments are legion. He is vice president of Latinos United for Change and Advancement, has served on the boards of Centro Hispano and the Boy Scouts of America Four Lakes Council and, in 2004, received the YWCA of Madison's Volunteer of the Year award for his work setting up and maintaining a computer lab for program clients. "If he billed us for what he does, he probably donates two thousand dollars' worth of time" each year, says the YWCA's Julia Anthony Brown.

Somewhere down the road, Guerra can see running for city council or even mayor as a possibility. But shouldn't he be too overwhelmed by the present to think about the future? Guerra laughs. He says he frequently goes over his commitments to make sure he's not stretching himself too thin to be effective and, for now, he finds the balance perfect. "I like to get things done," he says.

Kathryn Kingsbury is a contributing writer to *Madison Magazine*.