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Ahead of the curve

Colleagues seek out his 'professional opinion'

By Stephanie Balzer
Inside Tucson Business

When Jim Storey was a student at the University Arizona (and by his own admission not a very serious one), he took a technical writing class in which students learned to build basic Web pages to host their resumes.

"It never crossed my mind that I wouldn't finish college," Storey said. "I thought I would be done in three years." But Web design inspired him and, as a senior, he left school to found

WebHouse1616 Inc., a design firm from which sprung his other ventures, UA fan Web site GOAZCATS.com, sports

management firm Southwest Sports Management Group, and the chance to handle media relations for the Tucson Summer Pro League, an NCAA summer basketball league that just wrapped up its inaugural season.

"I know I will never work for anyone else" Storey said, implying that aside from a resume builder and the satisfaction of completion, he's already gleaned from school what he needed: a nudge into the working world.

Storey was born in Korea and adopted by American parents as an infant. His family moved to Tucson when he was very young. Now, at 26, his four-year-old company WebHouse1616 has developed more than 250 Web sites, and subscriber-based GOAZCATS.com receives about 100,000 hits per day and was named among the best college sports Web sites by College Hoops.



Jim Storey, who founded and runs the totally unofficial University of Arizona fan site, GOAZCATS.COM, also heads up a group of young professionals called PROSOC. The Professional Social Network of Tucson raises money for charitable causes.

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GOAZCATS.com paved the way for Storey and GOAZCATS.com's writer, Ben Hansen, son of Arizona Daily Star sports columnist Greg Hansen, to co-host for the past year-and-a-half a drive-time sports talk radio show on ESPN1490. ESPN dropped the show in August in lieu of a syndicate, a decision that surprised the popular duo who now are searching for another station to host "The Storey and Hansen Show."

Billed by friends as "dynamic" and "entrepreneurial," Storey also is humble and a person who surrounds himself with a strong team.

Phoebe Chalk, assistant director of public relations for the UA Athletics department, said Storey is someone whose professional opinion she seeks out. He's a collaborator, she said; an individual who doesn't always need to be the "lead runner."

Arnie Jacobsen, owner of Arizona Sunland Foods and Lucky Wishbone, has known Storey since he was "a little tike" and said he possesses "a real good internal compass for values and what's right."

About his own self, Storey said he doesn't have much free time but does admit to watching every program on the The Food Network. He and several friends are founders of "PROSOC," a networking and philanthropic organization for young professionals.

"For the longest time I imagined myself leaving Tucson, but everything I do further cements me here, Storey said. "At this point in my life, I'm ahead of the curve."

Stephanie Balzer is a freelance writer based in Tucson.

Personal Bio

Age: 26

Business: GOAZCATS.com, WebHouse1616 Inc., Southwest Sports Management Group LLC, and Tucson Summer Pro League

Title: Founder/President

Greatest Accomplishment: The simultaneous success of WebHouse1616, GOAZCATS.com, and Southwest Sports Management Group. WebHouse1616 has grown from a single-person firm working on lower budget projects to a seven-person company that develops high-end government and educational applications requiring substantial budgets and project management.

Surprise Factor: "I was a pretty big underachiever in college."

Civic Involvement: Big Brother with Big Brothers Big Sisters Member, Southern Arizona Center Against Sexual Assault Dine out for Safety Committee Member, Brewster Center Domestic Violence Services Advisory Board Member, The Fiesta Bowl Committee Tucson Committee Member, Professional Social Network of Tucson (PROSOC) Founding Member and Vice President, Ara Parseghian Medical Research Foundation Volunteer.