



looking for the next big thing

Up-and-comer Jim Storey combines his love of sports and business to build a career

BY Alexis Blue PHOTOS BY John Bae

Jim Storey is merging his passion for sports and business by creating a successful sports Web site and a sports management firm.

JIM STOREY'S BUSINESS SAVVY showed itself early when, as an elementary school student, he gathered a group of neighborhood kids together to create his own landscaping business.

Now, at age 28, Storey is a respected entrepreneur whose business ventures include a successful Web design firm and one of the most popular Web sites for University of Arizona sports fans.

Founder of WebHouse1616 and www.goazcats.com, the energetic and enthusiastic Storey didn't necessarily follow the traditional path into the working world.

A 1996 graduate of Catalina Foothills High School, Storey attended UA, where he majored in political science. However, his plans for the future took an unexpected turn during his senior year when he took a technical-writing class that taught him to post his resume online.

Intrigued by the class project, but with little previous experience working with the Internet, Storey started buying books and teaching himself the basics of Web design.

He then left college during his senior year and in 2001 started WebHouse1616, a Web design firm that has helped pave the way for Storey's other ventures, including goazcats.com, the unofficial Web site for UA sports fans; the sports management firm Southwest Sports Management Group and, most recently, the Arizona Cactus Classic, a tournament for elite high school basketball talents.

Since landing Dirtbag's, a popular campus-area bar, as its first client, WebHouse1616 has gone on to develop more than 300 Web sites, including sites for many local businesses, such as Doucette Homes, Anthony's in the Catalinas and Bluefin Seafood Bistro.

Storey's goazcats.com site, established in 2002 to provide up-to-date news and information on UA athletics, has 1,200 subscribers.

"It's Wildcat heaven," says Storey, an avid sports fan. "If you're a University of Arizona fan, there's no better place to be."

Storey's Southwest Sports Management Group has represented Olympic gold-medalist swimmer Ryk Neethling and worked with former UA basketball player Miles Simon.

In May, Storey coordinated the first annual Arizona Cactus Classic, which brought some of the nation's most talented high school basketball players to Tucson for a three-day, 32-team tournament.

While Storey has successfully established himself as a professional in the business world, it's not all work and no play. He tries to create a pleasant working environment for his employees, and his new office space includes a couch, television and PlayStation hookup.

Storey's latest business venture is Buzz Concepts, a "think tank" collaboration with longtime Tucson attorney and Arizona athletics contributor Burt Kinerk.

Storey says their first project is to help former UA basketball player A.J. Bramlett start a clothing line.

"He's very creative and very strong as far as the basics it takes for being successful," says Kinerk, 71. "He's very honest, very direct."

Storey, who was born in Korea and later adopted as an infant by American parents, says he is living a dream as he combines his passions for business and athletics. Plus, he's always looking his next big venture.

"I don't see myself as a person who likes to sit around and watch the day go by," Storey says. ■

