

Steven Bankler, CPA Client Spotlight



Ross Bacon began his accounting career in the early 70's as assistant controller at Gulfmart, the first stage of his multi-faceted career in the corporate world and in the retail industry. In the early 80's, Ross left the corporate world and began the entrepreneurial stage of his career working with several different start ups, experiencing varying

levels of success. His most successful and notable start-up was EyeMasters, established in 1984. In 1985, he took the company public and then sold it to Sears in 1987. Soon thereafter, Ross moved on and spent the next thirteen years in workouts, guiding companies on the verge of bankruptcy. Hired by lenders or owners, Ross would step in as CFO/COO and work to modify a

company's debts and right size operations so that the company could continue doing business or helping to sell or close the company down. After tiring of this phase in his career, in 2005, Ross sought to purchase an existing company which he found in Key Insulation, now doing business as Key Green Building Services. This new stage of his career offered him his first experience outside of the retail industry.

Over the next few years, Ross and his staff grew the company from one product with two customers representing 90% of their sales, to a company offering six product lines to a broad customer base. Ross worked successfully at expanding his company both horizontally and vertically. Key Insulation primarily provides and installs insulation products in single family new construction in the

greater San Antonio and Austin areas. From this company, two other companies have evolved that work interdependently with Key Insulation – Builders Energy Rater, (BER) a nationally certified Home Energy Rating company that provides ENERGY STAR certification for new homes, and Integrated Building Science Advisors, LLC, (IBS) a

company providing training and consulting throughout the country to educational institutions, corporations, government agencies and individuals seeking to integrate building science, design and state of the art construction practices.

Ross has a staff of about fifty employees between San Antonio and Austin. His wife, Valinda, is now working with him for the

first time, providing her marketing expertise to all companies. Ross and his companies feel the swings in the housing market but also benefit from increased awareness and interest in better home efficiencies.

Ross and Steve met when they both worked for Gulfmart back in 1971. Their personal and working relationship has grown ever since. Ross has employed Steve as his tax advisor for thirty years and highly respects his expert and timely advice in all tax matters and as business advisor. Steve has served Ross well in his many and varied endeavors.

Key Green Builders Services is located in San Antonio at 8135 Bracken Creek. Find out more by calling (210) 937-1082 or visit www.keyinsulation.com.



Demetrius Williams (left) pictured with Ross Bacon, on the right at job site