

HERB TATE



Herb Tate is the founder and CEO of Chico Inc. It's specialty is the conceptualizing, designing, developing and marketing products to niche markets.

The bulk of his experience was attained as founder and CEO at Tate Western, a manufacturer of electronically controlled metering pumps, founded in 1973 and sold in 1999. The company never used debt or equity financing but grew on profits instead. (you are invited to visit the web pages at tatewestern.com) TateWestern produced many successful products for the institutional sanitation market worldwide. The products were accurate reliable dispensers for a very wide range of sanitation chemicals dispensed at institutions such as hotels, hospitals, restaurants, laundries, etc.

Some of the disciplines utilized were:

determining market needs and spec writing
sheet metal fabricating
metal, plastic and elastomer extrusion
electronic controls including software
marketing and sales
outsourcing processes

plastic molding
motors
machining
packaging
production
peristaltic pumps

Prior to founding TateWestern in 1973, Herb gained experience in computers, mass memories, gas turbines, d.c. motors/generators, and space electronics. Those 8 years were spent at Rolm in Cupertino, Precision Instrument in Palo Alto, and General Electric in NY, CA, MA, Spain and Venezuela.

Herb joined the CEO Club after he had been running his own business for 10 years. He gives a great deal of credit to the CEO Club for his subsequent successes in the business and financial world. (And wishes that he had known about the club sooner!)



A native Californian from Fresno, Herb graduated from Northrup Institute of Technology at the top of his class in 1965 with a Bachelor of Science in Electronic Engineering. He is living happily on the Nevada side of Lake Tahoe with his wife, Lonnie PhD Lifestyles, and daughter, Julia (9 years old as of December 2000) . Second to being a

husband and father, Herb enjoys consulting with business owners about exit strategies and other avocations such as photography, contact therapy, philosophy, politics, Spanish language and history. Herb and Lonnie also consult with individuals and couples that have attained "economic critical mass" and wish to gain high levels of fulfillment in the post-accumulation phase of life.

Favorite pastime activities are driving the long red scooter on small mountain roads and travelling in their Czech limosine.

Chico, Inc.

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