



# FACE TIME

A look at movers and shakers of the Metroplex — and what makes them tick.



## Philip Ensolm

Ensolm, 51, is president and owner of Dallas-based Waterjet Works, a provider of cut stone and residual flooring material to the hospitality industry.

■ **Family:** My wife, Barbara, and I have been married for 29 years and our children are Charles, 23; Emily, 22; and Max, 18.

■ **Education:** I have a bachelor's degree in early childhood education from the University of Texas at Austin.

■ **Hometown/childhood:** I was born and raised in Dallas.

■ **First job:** When I was 12, I worked in Dallas catering Zelle Sobel. As I set tables and washed dishes, I learned how important a good work ethic is, and I now strive to pass that on to my employees.

■ **Role models:** My mother, Gertrude, who died when I was 18, taught me about compassion, while my father, Felix, an accountant, taught me about being fair in business.

■ **Motto:** Listen twice as much as you speak.

■ **Aspirations:** I want to expand Waterjet Works into the retail sector by the end of 2005.

■ **Greatest challenge:** It's easy to focus on one market, such as hospitality, when there's a great economy. During the last two years, we've expanded into medical facilities to maintain our sales.

■ **Career inspiration:** I was working for another company that provided waterjet services, but not to the level that my customers demanded, so I started my own company.

■ **Leadership style:** I ensure my employees know how to add and are encouraged to provide more service than the customer expects.

■ **Best business decision:** Starting Waterjet Works on April 15, 1999.

■ **Worst business decision:** When I