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**STYLE**  
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**DUCKS**  
and mugs

**WINE**  
and dine

**TRICK**  
or treat



Farstar founder,  
Kevin Lofgren  
photos by Chris Fritchie



**LEGEND HAS IT** there's a spirit of a little girl that roams the upstairs floor in one of the historic homes in Frisco's downtown area. For many years, according to an expert in the paranormal (who was consulted about the house and its legend), the little girl was unhappy with the occupants of the house. Now, the expert says, the little girl likes the people who own the home and what they're doing to renovate and restore it. Whether or not the "spirit" is happy with the rebirth of the old home, folks who drive down Main Street certainly are. The house has become an identity, a focal point, for a marketing company called Farstar. In some ways, it's almost fitting that there's an unusual tale connected to the house Farstar purchased for its headquarters. You see, there's absolutely nothing conventional about the man who founded the company, or the way he runs it.

Kevin Lofgren is an entrepreneur who dreams big and his track record shows that he produces big results for his company, his clients and a number of special projects he's committed to supporting. The company's mantra is "we don't play fair" and even its own marketing materials exude a kind of bravado that forewarns potential clients that "if you're looking to hire a company that sticks with the status quo Farstar is not for you." Mr. Lofgren admits he's a rebel with a cause: think outside the box in order to produce work that's cool, cutting-edge and

actually works.

Mr. Lofgren credits a seminal experience from his college years for instilling an unshakeable resolve. "During the summers I went away to sell books by going door-to-door. There wasn't a single day that went by that I didn't want to quit, but failing was not an option. I watched other people – guys who were my roommates – give up and go home. I refused to give up. I would not go home."

That determination, the clarity and transparency about who he is and what his company is, along with his passion, are key elements

Mr. Lofgren showcases and looks for in clients and employees as well. He uses his website as a vehicle to wipe away any

confusion about the culture of his company, what they do and the kind of people he wants to hire. Six people go to work every day in Farstar's historic Main Street home, decorated in such a way to help trigger the creativity and bravado Mr. Lofgren cherishes. There used to be more employees, but, just like many other companies, he had to make some tough decisions this year based on economic challenges. But like any true entrepreneur, Mr. Lofgren's resolve remains solid. "I feel really good about the future," he says. After spending just a few minutes with Kevin Lofgren you know he wouldn't say it if he didn't believe it.



*Farstar*