



**Bowling Green Area
Chamber of Commerce**
812 State Street • P.O. Box 51
Bowling Green, KY 42102-0051
www.bgchamber.com
270.781.3200 • Fax 270.843.0458
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SMALL BUSINESS
Spotlight

by Charity Richardson, Partnership Assistant



What started out as fun for Chris and Clinton Mills in 1999 quickly turned into a very successful career. While most high school students were thinking about taking the ACT's or what college they wanted to attend, these brothers had already started their own business.

Clinton and Chris started Hitcents.com as an internet advertising agency, but it didn't take long for it to evolve into much more. They now offer a full range of professional services including creating custom designed websites and software programs for regional and national companies as well as video production and graphic design.

Recently, Hitcents.com launched EyeOn Automation, a system that actually allows your home to perform tasks for you. This high-tech house can do anything from starting the shower for you, to closing the window blinds, to providing security while you are away.

Although it seems like the company has only experienced success, they have faced obstacles. Soon after the millennium, they had to overcome the .com crash by adapting their business. "To adjust to the ever-changing technology market, Hitcents.com has been reinvented several times to best meet the needs of our clients and to stay ahead in the technology industry."

Chris and Clinton credit a great deal of their success to the Bowling Green community. "With support from local companies, Western Kentucky University and Houchens Industries, Hitcents.com has continued to show fast and steady growth." Credit for their success can also be attributed to friends, family and employees. Regardless of who helped to make this business a success, it is clear that Hitcents.com is going to continue to grow.

As for advice from Clinton and Chris on starting a business—find something that you "have a passion for." It takes a lot of time and hard work to make a business a success, so you have to pick a "venture that fits your personality and that you are excited about."

CHAMBER
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