

## EntrepreneurProfile



### RESUME

**Name:** Chris Chorak  
**Title:** Founder and Owner  
**Company:** Presidio Sport & Medicine in San Francisco, a holistic physical therapy clinic.  
**2001 Revenue:** \$1.3 million  
**Number of employees:** 30  
graduated from Northwestern School of Medicine in 1988 with a degree in Physical Therapy.

**Year founded:** 1997

**Source of startup capital:** A small family contribution that Chorak paid back within the first year.

**Background:** She has more than 15 years of physical therapy and athletic training experience. She graduated from Northwestern School of Medicine in 1988 with a degree in Physical Therapy.

**Age:** 37

**Residence:** Mill Valley

**Web site:** [www.presidiosport.com](http://www.presidiosport.com)

### BIG PICTURE

**Reason for starting business:** The healthcare industry has been limiting physical therapists with how much time they can spend with patients. I wanted

to give 200 percent to my clients and make them better than when they came in.

**How did you choose your name:** My husband suggested: "Presidio because that's where we want to be; sport, because you treat all types of athletes; and medicine, because you are the medical aspect that gets them back to their active lifestyle."

**Hardest part of decision:** I didn't think there was anything particularly hard about starting a business. You just jump in.

**Biggest plus of ownership:** There's nothing better than creating a place where people come to improve their quality of life.

**Biggest drawback of ownership:** The time issue. In the beginning, my husband and I would often be putting in computer systems at 10 or 11 at night and I'd have to see patients at 8 a.m. the next morning so we would just stay there and sleep.

**Biggest misconception about ownership:** I thought only owners truly care about business, but I have an awesome staff, they're all active members in the community.

**Biggest business strength:** My unwavering need to excel.

**Biggest business weakness:** Being a perfectionist, having to have everything be perfect. I had to learn to accept that some days you're going to go home without everything being finished.

**Biggest risk:** Growing my business in this economy is a risk, but I feel I've judged it well.

**Biggest mistake:** In general I've had to learn to improve communication.

**Smartest move:** Moving to our new facility. Also (creating) our online presence. We have a great web site.

**Biggest worry:** My worry probably equals my ambition. When a client gets injured it is my responsibility.

**Top source of inspiration:** My mom and my dad. Outside of my family, the great explorer Ernest Shackleton and his words of inspiration to his team of explorers when they were stranded on an iceberg in Antarctica.

### DAILY ROUTINE

**Most challenging task:** Convincing athletes and patients that while it's okay to work through pain, they need to recognize what is and isn't injury-related.

**Favorite task:** It's so exciting to see people reach little goals while they are rehabbing.

**Least favorite task:** Dealing with insurance companies. They change the rules all the time and I have to stay on top of that.

**Greatest frustration:** There is something that comes up everyday and you have to be prepared to deal with it.

**Sources of support in business crisis:** I have a really great administrative staff. I also rely on my husband, Paul, and my mother and father.

### DREAMS

**Goal yet to be achieved:** A child.

**First move with capital windfall:** I'd add an additional 5,200 square-foot facility on the other side and more allied health professionals to make it a one-stop shop, an all-encompassing wellness center.

**Five-year vision:** I want to have the most prominent physical therapy clinic in the area with impeccable results.

**Inducement to sell:** I really don't have that in my plans because I know that I can make it bigger and better in the next year or two. Then I might think more about it.

### PERSONALS

**Most-admired entrepreneur:** I admire female business entrepreneurs, most notably Carly Fiorina.

**Most interested in meeting:** Lance Armstrong.

**Stress reducer:** Running on Mount Tamalpais.

**Favorite pastimes:** I love tinkering around my house and especially around my garden.

**Favorite book:** "It's Not About the Bike," by Lance Armstrong.

**Favorite film:** Contact.

**Favorite restaurant:** Desiree in the Presidio.

**Favorite destination:** Cuba.

**Automobile:** Merlin Titanium tri-Bike.

-Emily Cadei