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37, was inspired to launch Crazy Bones after seeing the success of GoGo's, which was introduced in 1996 to Europe and South America, selling more than 350 million packs by 1997. To bring Crazy Bones to the United States, Harris formed Toy Craze in December 1997 with partners Bill Flaherty, 43, and Peter Gartner, 34. Gartner is no longer with the company.

Prior to the product's U.S. release, the founders asked their families to evaluate the toys—and were encouraged by what they found. “My 91-year-old grandmother was visiting, and there really isn't too much she can do with my kids except read to them and hang out,” says Harris, father of 6- and 8-year-old daughters. “We were sitting there with the Crazy Bones, and she got some and

company is a very significant event.”

This year, the company expects to nearly double sales to \$30 million. With the McDonald's deal and fans joining Crazy Bones clubs and visiting the company's Web site (www.crazybones.com) to share new game and character ideas with each other and the company, it seems this craze is just getting started.

“There's nothing complicated about [Crazy Bones],” Harris explains, “and you don't need to spend a lot of money—you can buy a pack of Crazy Bones for \$2 and you're in the game.”

—Devlin Smith

flight CLUB

Seth Hall is grinning from ear to ear—or, in his case, nose to tail. In three short years, the 28-year-old president has made his Houston company, Source One Spares Inc. (No. 7 in our list), a global phenomenon. Source One Spares, distributing overhauled aircraft components, grossed \$37.7 million in 1999 alone. With a 100,000-square-foot facility located at Houston's George Bush Intercontinental Airport and offices in Dallas; Hong Kong; London; Los Angeles; and Tulsa, Oklahoma; the company shows no sign of slowing.

While in college, Hall worked for a small company that repaired airplane parts. Right away he noticed it took anywhere from 30 to 90 days

to repair a part. “If you're an airplane operator, you can't wait that long for your part—you have to have a spare,” he says. So, while in graduate school at Southern Methodist University in Dallas, Hall devised a plan that proposed putting overhauled parts on a shelf and then exchanging them when another part comes in.

In other words, “If American Airlines needs a part right away, we send our overhauled component to them and they send us their damaged component, which we [fix]. We end up with an overhauled part back in our inventory, and they pay us an exchange fee, plus the price for fixing the part,” Hall says. This way, Hall constantly turns over inventory and turns profits.

Thanks to the successful business plan, Source One Spares now has the world's largest exchange pool of overhauled flight controls and airframe components. And because Source One services all Boeing and Douglas aircraft models, all the major airlines benefit from the service.

Hall attributes his international success to a top-notch marketing campaign and his 65 employees. “It's neat to see them out in the warehouse . . . or staying late to make that call,” he says. “They just chip right in and do whatever it takes to get things done.”

When asked if he's amazed by his success and growing reputation, Hall says, “Yeah, and we're not even a computer company.” —P. Kelly Smith

IT'S STILL A MAN'S WORLD

Men account for 93 percent of our Top 100 entrepreneurs. Only two of our companies are owned solely by women.

started showing them games that she remembered playing when she was a little girl 80 years ago. When I saw my grandmother playing with a toy with my kids, I knew we had a winner.”

Harris isn't the only one who thinks so. After more than a year of aggressively marketing its product to McDonald's, Toy Craze got the news every toy company wants to hear—in the fourth quarter of 2000, its product will be packaged inside Happy Meals, and about 840 different Crazy Bones toys will be offered through McDonald's.

“In the toy business, this is one of the biggest things that can happen to you,” says Harris, who points out that McDonald's usually teams up with large corporations and movie studios for Happy Meal promotions. “For them to do something with a small entrepreneurial



FLYING THE REFRUBISHED SKIES:

Seth Hall's company, Source One Spares Inc., fixes aircraft parts and sells them—grossing over \$37 million in 1999 alone.