

Roseville tech firm purchases Rocklin building for new HQ

J4 Systems to add computer training to offerings, increase work force by 10

Sacramento Business Journal - October 20, 2006

by [Melanie Turner](#)

Staff Writer

J4 Systems, a 12-year-old Roseville information technology firm, has purchased a 10,500-square-foot building in Rocklin to make room for its expanding operation.

The company plans to open an office in Stockton in the next month and is adding computer training classes to the business. To support its expansion, the company plans to hire 10 employees, for a total of 50, in 2007.

J4, which installs and maintains computer networks for businesses, paid \$2.5 million for the building that's under construction at 2521 Warren Lane. The company plans to move to the Rocklin site from an 8,300-square-foot leased space in Roseville as early as February.

The new site would feature an IT training center with room for 24 students in each of two classrooms. Classes would be offered on topics ranging from security best practices to **Microsoft** software.

J4 owners John and Jeanette Joseph moved to Sacramento from Orange County in 1993 to raise a family here and founded the company a year later. With an average of 10 percent growth per year, the Josephs expect J4 to hit \$7 million in gross sales revenue this year. Jeanette Joseph said the company has no debt, other than the new building.

"A lot of our profits go right back into the company," she said. She wouldn't discuss specifics about profit margin.

J4 offers networking, phone systems, training and customized programming, among other products and services. "We're trying to be an all-inclusive IT company," she said.

Customers include Sacramento insurance firm TransCal Associates, the city of Auburn and **Sacramento's Parker Development Co.**

The Josephs decided to offer in-house IT classes because they often found themselves referring customers to other training centers in the region.

"With the region growing so fast, I could definitely see that training could be a pretty big part of our future," Jeanette Joseph said. Joseph said she's not certain how much money the training center will generate. She said it will offer one-day classes for \$150 and weeklong bootcamps for \$4,000 to \$5,000. J4 will have at least a half-dozen local competitors in the training business, including large companies such as ISInc of Sacramento and Anaheim-based **New Horizons Computer Learning Centers.**

Jeanette Joseph called it a "fast-paced market."

"There's always something new to train someone on," John Joseph said.

New Horizons' nine-room training center in Sacramento is one of 250 New Horizons centers in 54 countries. The local office is getting ready to move from 1215 Howe Ave. to a newer space at 1750 Creekside Drive in South Natomas.

"I think there is plenty of room out there for everybody," said Ron Rowland, CEO of New Horizons in Sacramento.

He said competition means the economy is in good shape. Training went soft after budgets were tightened following the Sept. 11, 2001, terrorist attacks, he said. These days, government agencies and businesses are putting more money into training, breeding more competition in the marketplace, Rowland said.

J4 plans to hire a person to oversee its training center and a dozen instructors on a contract basis. In the coming year, J4 also will add 10 workers to its staff, including programmers, network engineers, salespeople and administrators.

J4 also is working to build a client base in Stockton before opening a satellite office there in the next month. A salesperson and network engineer are hosting several business seminars in Stockton to introduce companies there to technologies and services that J4 Systems offers. A Stockton site has not yet been chosen.

J4 Systems

Founded: 1994

Headquarters: Roseville

Moves: Relocating early next year to 2521 Warren Lane in Rocklin, with added training center; opening a Stockton office

Employees: 40, expected to grow to 50 in 2007

Owners: John and Jeanette Joseph

Contact: 866-547-9783, www.j4systems.com

melanieturner@bizjournals.com | 916-558-7859