# Steve Cuntz

**AIM, Inc. Board of Directors**
**President | BlueStar | Hebron, Kentucky**

**Current position responsibilities?** Chief executive officer

**Best thing about your current position?** The challenge of managing change

**Previous positions held?** Chief Financial Officer at BlueStar

**Educational background?** Xavier University (BSBA Accounting & MBA Finance); Certified Public Accountant (CPA)

**First job?** Bailing hay

**Least favorite/worst job?** Property Management – it's 24 hours a day, 7 days a week

**Who do you consider your professional mentors?** Irvin Horwitz, former President and owner of BlueStar, who taught me electronics.

**Most valuable advice received?** All winners fail, learn from failure, never quit trying!

**How do you like to spend your free time?** *What is free time?*

**If you could have dinner with 3 people who would you choose?** George Washington, George Patton & Benjamin Franklin

**People would be surprised to know that I ...** have been married to my wife Vicki for 43 years.

**Why did you get involved with AIM?** I was recruited by a customer to replace him on the AIM NA Board

**What do you enjoy most serving on the AIM/AIM NA Board?** It's an honor to watch AIM grow in terms of scope of mission.

**What would you identify as the 2-3 most important responsibilities of a Board member?** 1. Financial stability 2. Industry relevance 3. Stay on point to technology

**What do you consider the most valuable aspect of membership in AIM?** Staying up with technological trends and sharing of ideas

**From your perspective, what do you see as:**
**the greatest challenges to the AIDC industry on a global basis?** There are fewer companies today in AIDC, which means less capital for reinvestment.

**the greatest opportunities for the AIDC industry on a global basis?** Expanded uses of AIDC with the enterprise.

**the "next big thing" or trend in the AIDC industry?** Wireless beacons that trace data through the enterprise.

**Any special message you would like to share with AIM members?** It is a great honor to be a part of the AIDC-RFID related people and technology.