

## Tamara Remedios, 30

OWNER  
XPLORE COMMUNICATIONS  
*Matawan*

The odds don't favor new businesses. Nonetheless, Tamara Remedios set out at 24 to create her own company. Xplore Communications has grown into a multimedia marketing and publishing company.

The business began in 1999, soon after Remedios graduated from Rutgers University School of Business. She started publishing an entertainment guide, called *Get Out Today*, for college students. Today, the guide reaches more than 140,000 students at 15 colleges and universities throughout New Jersey.

Three years later, Remedios brought the concept to Hoboken, creating *Get Out Hoboken*. The guide quickly grew into *Get Out Hudson*, covering a larger area in the Jersey City region.

In 2005, restaurant clients in Hoboken and Jersey City asked Remedios to spark greater enthusiasm for North Jersey. The request led to the creation of Hudson Restaurant Week, a first-time event that drew funding from the state.

Remedios finds time for charity as well as fun. She is active in the Rutgers Alumni Association. She also donates her expertise to Covenant House, helping to publicize the program for homeless and runaway teens.



**"A mission statement is very much in line with how I work. I give myself goals both personal and professional in what I want to achieve that year, that month, that week and even that day."**