

# BUZZ BRIEF

November 2023

ENTREPRENEURSHIP UNLIMITED

**50+**  
BUSINESS OWNERS

ON THE

## ***PAIN POINTS*** **OF BUSINESS OWNERSHIP**

ENTREPRENEURS OPEN UP: CANDID INSIGHTS INTO  
THE REALITIES OF BUSINESS OWNERSHIP



**PLUS**

How to  
Differentiate  
from the  
Competition.



# EDITOR'S NOTE

The path of entrepreneurship is often glorified, but behind the scenes lies a myriad of challenges that business owners face on a daily basis. In this issue, we delve deep into the pain points experienced by those who dare to chase their dreams and build their own ventures. From the relentless pressure of decision-making to the burdens of financial uncertainty, being a business owner demands resilience, perseverance, and a relentless drive to overcome obstacles.

Whether you're a seasoned business owner or contemplating embarking on your own entrepreneurial journey, this issue serves as a reminder that success comes with its fair share of challenges and that perseverance in the face of adversity can lead to remarkable accomplishments.

*Janine Hogan*  
MAGAZINE EDITOR



# MEET OUR CO-AUTHORS



## NELSON BRADSHAW FARTHER

Nelson brings over 35 years of financial experience to Farther - with most of that time spent managing wealth, private banking, and commercial groups for BBVA. Nelson leverages this experience to help Farther build a network of bank-related products commonly used by its clients. With his own client base, Nelson focuses on helping owners of privately held businesses with all things financial - focusing first on the elements of planning, whether it's related to corporate, personal, and/or employees.



## BILL NICHOLSON HERITAGE CAPITAL GROUP

Bill Nicholson brings over 40 years of diverse experience in commercial and investment banking to his role at Heritage. Specializing in M&A advisory and litigation support, he previously served as managing director at Bank of America Securities, overseeing the Real Estate Advisory Group. During his tenure at Barnett Banks, he held key positions including director of commercial real estate and chairman of the bank's Community Development Corporation. His extensive background includes managing PNC Bank's national construction lending group and supporting international real estate transactions.



## MAC HOLLEY HERITAGE CAPITAL GROUP

Mac Holley, with a 40-year career in commercial and investment banking, specializes in working with mid-sized company owners. His expertise lies in strategic planning, mergers and acquisitions, and comprehensive exit strategy design and implementation. Before joining Heritage Capital in 2011, he served as President and CEO for the North Florida Region of Florida Capital Bank, N.A. He also held key roles at Bank of America, managing operations for Northeast Florida and South Georgia, and at Barnett Banks, Inc., where he was Executive Vice President overseeing corporate banking and U.S. Banking division responsibilities.



## BILL SORENSON HERITAGE CAPITAL GROUP

Bill Sorenson, a principal at Heritage Capital Group, specializes in mergers and acquisitions as well as strategic consulting. He guides clients through sell-side and buy-side transactions, ensuring their business goals are met. Additionally, he leads the company's strategic consulting practice, offering expert exit planning services to align personal and business objectives through long-term strategic planning. Bill also possesses extensive valuation experience, having conducted numerous valuations across various industries for transactions, agreements, financial reporting, tax filing, and estate planning purposes.



## BILL PRESCOTT HERITAGE CAPITAL GROUP

Bill Prescott, a principal at Heritage Capital Group, brings extensive experience as the former CFO and Senior VP of Stadium Operations for the Jacksonville Jaguars NFL franchise. With a track record of successful financial management, he played a pivotal role in securing major financing deals, overseeing the team's rebranding, and driving strategic initiatives. Prescott's expertise spans both corporate finance and community service, making him a valuable asset in his current role.



## DANIEL EDELMAN HERITAGE CAPITAL GROUP

Dan Edelman, a principal at Heritage Capital Group, brings 40+ years of experience in public accounting to his role. Specializing in mergers, acquisitions, and strategic planning, he co-founded a major local accounting firm and served as managing partner at Dixon Hughes Goodman, LLP. Edelman holds certifications in business valuations and financial forensics and has extensive expertise in resolving complex business problems and overseeing over 100 M&A transactions.



## JACK SEARS CLIENT FOCUSED MEDIA

A dedicated leader with an illustrious 37-year career at the Boy Scouts of America. During his tenure, he achieved remarkable growth in program delivery and youth membership. Recently retired, Jack founded JLS Advisors, LLC, to extend his expertise in leadership and fundraising to help organizations reach their philanthropic goals.



## DANIEL GILHAM FARTHER

Daniel Gilham, with over 15 years of experience, specializes in goals-based financial planning, helping business owners and families achieve their financial objectives. Drawing from his background as a Systems Engineer and Product Manager at AOL, he offers a unique and tailored approach to each client's situation, providing clarity and confidence in financial decisions. Currently a doctoral candidate at the University of South Florida, his research focuses on understanding the inhibitors and motivations for financial planning.



## DAN BEAN ABL LAW P.A.

Dan Bean, a Navy veteran and former federal law clerk, is a seasoned trial lawyer with diverse experience in federal and state courts. His expertise includes trust and probate matters, complex commercial litigation, insurance coverage disputes, financial lending issues, and class actions. He has also assisted foreign litigants under Title 28 United States Code Section 1782. With a background in preventive legal counsel, Dan minimizes clients' future litigation costs. He served as a judge advocate and retired as a Navy Captain with a Legion of Merit, showcasing his extensive legal and military accomplishments.



## WALLY CONWAY HOMEPRO INSPECTIONS

Wally, a former Naval pilot and business owner, leads one of North America's largest home inspection companies. With diverse expertise as marketer, contractor, renovator, investor, TV, and radio host, he emphasizes the importance of enjoying one's work. Wally is a recognized expert in building concerns, offering courses approved by the Florida Real Estate Commission. He serves as a consultant to businesses, focusing on transforming expenses into profit centers. Known for his engaging style, Wally has appeared on HGTV's "House Detective," co-hosted DIY's "Finders Fixers," and hosts a radio show. He has delivered over 627 presentations and contributes to various media and corporate training programs.



## DAVID SILLICK SILLICK, INC.

Sillick, Inc., is a consulting practice specializing in helping businesses "connect the dots". As a certified facilitator and business coach, David Sillick offers guidance on a selective, industry-exclusive basis in strategic planning, talent assessments, business development, vendor evaluations and capital acquisition.



## JERRY MALLOT HERITAGE CAPITAL GROUP

Jerry Mallot, the Director of Corporate Development at Heritage, focuses on acquiring new clients for the company's value-driven services including consulting, capital raises, acquisitions, and exit planning. He recently retired as the president of JAKUSA Partnership and executive vice president of the JAX Chamber, where he played a key role in economic development in northeast Florida. With a wealth of experience, he continues to contribute to various boards and leadership initiatives in the community.



## PATRICK EMMET HERITAGE CAPITAL GROUP

Patrick Emmet, a principal at Heritage Capital Group, specializes in financial and strategic advisory services with over 30 years of experience in finance, sales, operations, and leadership. His background includes leadership roles at technology companies and executive staffing firms, where he played a key role in capital raises, administration, and financial management. Patrick's expertise lies in orchestrating turnarounds and strategic financial management, earning him recognition as a finalist for CFO of the Year by the Atlanta Business Chronicle.

# THE 10 MOST COMMON PAIN POINTS BUSINESS OWNERS WILL FACE IN THE UPCOMING YEAR.

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Business owners encounter various pain points when it comes to entrepreneurship and building successful businesses. By shedding light on these pain points, we aim to provide a comprehensive understanding of the realities faced by entrepreneurs and offer valuable insights to navigate these challenges successfully.

**Financial Uncertainty:** Business owners often face the challenge of managing cash flow, securing funding, and dealing with economic fluctuations that can impact profitability and long-term sustainability.

**Time Management:** Balancing multiple responsibilities, wearing multiple hats, and working long hours can take a toll on business owners, often leading to burnout and a lack of work-life balance.

**Decision-Making Pressure:** The weight of making critical decisions that can impact the success or failure of the business can be overwhelming. Business owners must navigate complex choices while considering various factors, including risk, competition, and customer demands.

**Hiring and Retaining Talent:** Building a competent and dedicated team is crucial for business growth, but finding, hiring, and retaining the right employees can be a significant challenge, especially for small businesses with limited resources.

**Marketing and Sales:** Attracting and retaining customers in a highly competitive marketplace requires effective marketing and sales strategies. Business owners often face the challenge of developing compelling campaigns and staying ahead of evolving consumer trends.

**Regulatory Compliance:** Navigating complex regulations and legal requirements can be a daunting task for business owners, who must ensure their operations remain compliant with industry standards, tax laws, employment regulations, and more.

TO DO:

START A BUSINESS

**Technology Integration:** Keeping up with rapidly advancing technology and integrating it into business processes can be overwhelming, especially for businesses that lack dedicated IT staff or face budget constraints.

**Scaling and Growth:** As businesses expand, new challenges emerge. Business owners must navigate the complexities of scaling operations, managing increased demand, and ensuring consistent quality while maintaining profitability.

**Customer Relationship Management:** Building and maintaining strong customer relationships is essential for long-term success, but it can be challenging to provide personalized experiences, address customer concerns, and manage feedback effectively.

**Workforce Productivity:** Maximizing employee productivity and motivation is a continual challenge for business owners. Managing workflows, setting clear expectations, and fostering a positive work environment are crucial to achieving optimal performance.

### Summary

While these pain points can be daunting, they also present opportunities for business owners to learn, adapt, and grow. By addressing these challenges head-on and seeking support from mentors, industry experts, and peers, business owners can overcome these obstacles and thrive in their entrepreneurial endeavors.

-JKH



## RICH POSSERT VETERANS COUNCIL OF DUVAL COUNTY

What is the biggest marketing challenge that you will face in the upcoming year?

Lack of Public Affairs.

What differentiates you from the competition?

We're composed entirely of Veterans and Veterans Service Organizations.

If you had one message to get across to future customers, what would it be?

If you are a Veteran or are in leadership, ownership, or belong to a Veteran Service, we want to welcome you to our team.

# THE PAIN POINTS OF BUSINESS OWNERSHIP

Hear from industry leaders who are navigating the common hurdles and opportunities of owning a business.

## JOHN MOTT

### PPLSI

Profitability, visibility and credibility.

## CYRUS WEBB

### CONVERSATIONS MEDIA GROUP

It's not always easy to meet people where they are with so many platforms emerging. What I try to do is show up as authentically as possible, connecting one person at a time.

## DENNIS GUZIK

### DENNIS GUZIK LLC

Controlling overhead expenses.

## ANI MANJAVIDZE

### CROSSCREATORS

Hiring professionals.

## PAUL EIDE

### WANDERING EYE MARKETING

Taxes - paying them correctly and seeing how the government mismanages funds. But if YOU do, you go to jail! Nothing is "government funded"; everything is tax payer funded.

## SCOTT PETERS

### KNIGHTS ENERGY LENDING

Funding.

## ARTHUR HAIRSTON

### NORTH FLORIDA BEHAVIOR FRAMEWORK SCIENCE CONSULTANTS LLC

My biggest pain point is handling the growth of a company that is growing bigger than what I originally imagined. You set out to service just a few clients but with the great work you do comes the referrals from word of mouth. Hiring has become competitive and being a small business I still have to compete with Private Equity firms within my industry of ABA.

## WESF PARKER

### MINDSET MUSCLE LAB

Balancing life as a business owner, husband, father, son, friend.

## WYATT SANDERS

### INSITE ENERGY

Market saturation and global competition.

## DENISE LAWRENCE

### DENISE B. LAWRENCE & ASSOCIATES, LLC

For me, strategies to determine when to take capital risks through investment in tools and other resources to improve revenue continues to be a pressing need so that ultimately managing cash flow reaches operational flow.

## LONNIE MCROREY

Leveraging time and knowledge on a limited budget so know when bootstrapped, you will eat your EBITDA up when growing too fast, and cash flow for payroll becomes a challenge. g the next right thing to do.

## BRANDI FLOYD

### A BETTER YOU-CAREER COACHING & RESUME SERVICES

Invoicing! Times are hard everywhere, we all know that. But there has been a substantial increase in getting invoices paid or paid on time.

## NINA VENTURELLA

### MAJESTIC WELLNESS ACADEMY

Hiring the right people to do the tasks needed. Finding competent employees or outsourcing has been our biggest challenge.

## ERIC WHITMOYER

### MY BIZ COACHES

Finding the right balance between working in and working on the business while strategically developing a program to hire and develop the team to continue to grow the organization is a key focus.

## PHILIP AYLES

AYLES SOLUTIONS LLC

Networking when you don't know anyone from the area.

## BONNIE HAYFLICK

BONNIE HAYFLICK PR  
COUNSEL

Continue to provide my clients with a return on investment (ROI) through well-written storytelling and sharing positive successes with the news media.

## MANISHA JOSHI

STYLE BY MANISHA

Getting others to invest in the services I provide and how it can positively impact their company or individual branding. You have to invest in yourself in order for others to invest in you. Poor marketing, outdated data, repetitive messaging, and unmanaged social media reflects poor communications. Public Image is everything!

## JEN DOYLE

MAIDPRO

I would say it's hiring and retaining quality employees who will keep a tenure with the business. We have too many employees who seem to come and go and the competition for employment at our salary range is vast. Our employees have a great deal of options so we find it difficult to recruit, train and retain.

# THE PAIN POINTS OF BUSINESS OWNERSHIP

## JACOB FUCITO

LIFE ALIGNED FINANCIAL

The number one pain point I face is life management. It is so easy to become consumed with our business that we let the other areas of life of our faith, family and fitness fall to the wayside. I have found it is crucial to stay aligned and balanced in life to fulfill the purpose God has put us on this earth for.

## CHANTEL BENDOLPH

RELEASING2ACCEPTANCE

Living with Mental Illness.

## ROBERT ELLIS

BUSINESS LAW JAX

Finding a narrow niche that is suitable for me.

## SHELLY O'NEILL

KX FAMILY CARE

Keeping all the moving parts working like a well oiled machine and liquid capitol.

## MARK MACDONALD

BE KNOWN FOR  
SOMETHING BRANDING  
AGENCY

Managing workload and contract workers all while selling and servicing our clients.

## JEFF SAMPSON

EVERSCORE, INC.

Building the team. Two things make this harder than usual - we are an early stage startup and operate in the cannabis industry. We are looking to fill roles with people who have expertise across multiple disciplines AND have the risk tolerance for building product and culture in an industry that doesn't behave like anything else they've ever done. Now do this in an economic environment measured by a 95% decrease in capital invested over the prior year. The stress and impact on mental health of the team member and their family is considerable.

## LAUREN KEBIRI

LAURELIZA HOME |  
ELECTRONICS | GIFTS

Content creation to attract followers on social media. It seems easy enough when you think about it, but putting it into practice every single day can be tedious. It's especially tedious when it doesn't get any engagement.

## PATRICK VAN METER

MIDWEST NATURAL FIBER

Expanding to a new facility.

# OPERATION BARNABAS: TRANSFORMING LIVES THROUGH MENTORSHIP

In an exclusive interview with Operation Barnabas, we delve into the heart of a transformative mentorship program dedicated to offering veterans and first responders a path forward for those ready for transformation and victory rather than regression and victimhood. Grounded in the belief that mentorship is about doing life together, Tyler Summers, Lead Officer of Operation Barnabas shares insights into their one-on-one mentorship approach, the profound impact on the lives of those they serve, and the vital role community plays in supporting those who have sacrificed for the greater good. Join us as we unfold the story behind Operation Barnabas, revealing the power of mentorship to uplift and restore, one individual at a time.

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**INTERVIEWER:** If there was one message you wanted to get out about Operation Barnabas, what would it be?

**TYLER SUMMERS:** We're a hand up, not a handout. We do mentorship. Our goal is to be there with them and do life with them. We're here to help them because they put their life on the line for you and me. We're all here just here to serve God, to serve the veterans, and just to serve the community.

**INTERVIEWER:** How did you get connected to Operation Barnabas yourself?

**TYLER SUMMERS:** I started out as a mentor. A few years back, I ended up getting in contact with the prior CEO; we had known each other for about two years at that point. He decided that he was being called to another mission. So, I went from being a mentor to several guys, which led me taking over as mentor officer. I was the one that was pairing mentors and veterans with each other and putting them into support groups. As I did that, whenever it was time for the CEO to leave because he's being called somewhere else, I took over his spot.

**INTERVIEWER:** Tell me about the mentorship program and what that means for veterans.

**TYLER SUMMERS:** What we do is one-on-one mentorship. We believe through relationships we're able to break down barriers and get down to the meat and potatoes. We literally apply one mentor to one veteran or to one first responder, so the mentors don't have a caseload. When you become a mentor, you're coming in and you're getting a friend, a battle buddy. This is the person that you're going to do life with and as you get to know each other, you start walking and navigating through problems in life that you're dealing with, struggles that you're walking through, triggers that you have. So, you get to know each other on a deeper level. Whenever you start coupling together and start working well, they start jiving together.

**INTERVIEWER:** What is the impact you're seeing?

**TYLER SUMMERS:** It starts getting down to knowing what the problem is and getting them the right resources. And then once they start applying resources, their lives literally start to turn around. You start to see them doing better at home, doing better at their job, doing better at life. Just literally you can see them walk in the door and see them being better. They are not as broken as they were two weeks ago.

**INTERVIEWER:** Who are typical mentors for the program?



# Transforming Lives Through Mentorship

An Exclusive Interview with Tyler Summers, Lead Officer of Operation Barnabas

**TYLER SUMMERS:** We look to coaches, we look to teachers, we look to parents, we look to uncles, aunts, family. Once you get out in the real world and you're away from your family and everyone else has got stuff going on, you still need those friends in your life to be able to pour into you. You always have your mentor to rely on.

**INTERVIEWER:** How do mentors help with accountability?

**TYLER SUMMERS:** No matter how successful you are, even the biggest CEO in the world has a guy that holds them accountable in some shape or form, a friend or someone of that liking, a coach or someone that held them accountable probably their whole life. A lot of people are scared to say, "Hey, that's not right. You shouldn't do that," or, "Hey, what's going on? Why are you acting in that way?" Having those people to hold you accountable, it's needed. It's doing life as a community and walking through life together.

**INTERVIEWER:** How is your mentorship program different from others?

**TYLER SUMMERS:** Being a mentor with Operation Barnabas means you're doing life as a community and walking through life together with your mentee. It's just a blessing to be able to be in that position, to be able to pour into people and have people pour into me. You go in and you're in this mentorship portion of where you're like, I'm the mentor, this is the mentee. It's almost like a hierarchy, but not really, because I think at that point, once you start to realize after your first mentee that you're gaining more from this than you bargained for. You realize that you're growing from this as well. Mentors have expressed that their communicating better, their patience is getting stronger, their ability to speak to people is getting better.

**INTERVIEWER:** Was there ever a time where you had that epiphany as a mentor?

**TYLER SUMMERS:** Absolutely. I remember when I stepped in to mentor, I thought, man, I'm going to fix it. That's what I thought. But in return, I ended up gaining a relationship with someone who I consider a brother, and I ended up growing more than I ever thought I would grow by being in that position and by walking through life with that person and doing life together. And it grew me into a better person as well.

*Cont.*



# Transforming Lives Through Mentorship

An Exclusive Interview with Tyler Summers, Lead Officer of Operation Barnabas

**INTERVIEWER:** Why is it important as a community, as individuals, as concerned citizens, that we look into and care about veterans that are in need? Why is that something that's why is that something we should be doing?

**TYLER SUMMERS:** At the end of the day, they were willing to put their life on the line for you. There's veterans in this world that literally went over and fought a war that some people weren't willing to fight and it had to happen or the bad guys would have come over here. So these guys and girls are willing to put their life on the line. There's resources and abilities to be able to help them. We are able to take those resources and have them and know them because we're veterans, a lot of us. Why wouldn't people want to help these people that were willing to put their life on the line for you? These people went to war for us, and a lot of their friends didn't come back and that's a lot of the stuff that we as veterans deal with. There's a lot of people that didn't make it back. And then it's like, why are we here? So, then they isolate. They're away from everything. No one wants to talk to them. So being able to communicate with them and help them can drastically change their life, can drastically change a family's life. Think about it this way: there are kids that are living without their mother or without their father. There are grandkids that will never meet their grandfather or their grandmother because they weren't able to receive the help, they just had too much. The little we can do is put our hand out and say, "hey, do you want a hand up?" and just be there with them, do life with them and help them because, man, they put their life on the line for you and me.

**INTERVIEWER:** How can someone get started as mentor with Operation Barnabas?

**TYLER SUMMERS:** The first thing I tell people, whenever they put in a mentor application or even a veteran application where they want to get help, I tell them to come to the Tuesday night meetings. Every Tuesday night we hold a meeting at 18:30 for the military, 6:30p for civilians, and that's open for everyone. We don't have this drawn-out check-the-box type of paper of what we follow. We just do life together. We check in with each other and we pour into each other. So that would be the first thing. If you're interested, come to a meeting at First Baptist Church, Orange Park. The address is 1140 Kingsley Avenue in Orange Park, Florida. Now, if you don't want to do that you can fill out an application on our website.

## TYLER SUMMERS OPERATION BARNABAS

Operation Barnabas stands as a beacon of hope and transformation for veterans and first responders, driven by a profound mission and vision. Dedicated to igniting positive change through faith, action, and encouragement, the organization aims to eliminate veteran homelessness, addiction, and suicide with strategic and timely interventions. Operation Barnabas operates on a distinctive approach, emphasizing one-to-one mentoring and practical, measurable action steps. This unique community is designed for individuals seeking a hand up, not a handout, fostering an environment of transformation and a path to wholeness. At its core, Operation Barnabas is built different, calling upon those ready for a journey of personal growth and resilience. The organization extends a powerful invitation to individuals prepared for transformation and victory, setting itself apart as a catalyst for positive change in the lives of those who have served.

Get in touch at [www.operationbarnabas.com](http://www.operationbarnabas.com) for more information.



# THE PAIN POINTS OF BUSINESS OWNERSHIP

## JUDAH PHILLIPS

### SQUARK

Continuing to raise capital to support organic growth.

## CHRISTOPHER COBB

### COBB & GONZALEZ, P.A.

Honestly, it is paying the annual tax bill. I get very frustrated when I am reviewing the hard work, sweat, tears and all the sleepless nights and hours it takes to start and keep the business running only to have a decent amount of that effort turned over to pay taxes. I somewhat understand why we need to pay those taxes but it does not make it any less frustrating.

## RYAN JOHNSTON

### INTERPHASE ENTERTAINMENT

Wearing so many hats to make sure everything in the business is optimized and budgets are monetized.

## PHILLIP BOGOLUB

### BOGOLUB RECORDS

Nothing, it is actually a joy to be working for myself creating opportunities, since opportunities are everywhere!

## KI PARK

### GEMINI ENGINEERING & SCIENCES

Employee retention.

## KELLY GRAFFIUS

### OASIS SENIOR ADVISORS ROSWELL

For me, it's finding the work/life balance. Truly taking time to be present in events, vacations, moments outside of my business. My business is an extension of my self. So "turning it off" to recharge has been a challenge.

## TONY CAICO

### AFFINITY FIVE SEARCH GROUP

I would say the ebbs and flows of market conditions, which affect my business directly. I run an executive recruitment firm in the financial services space, and when market conditions are poor, the desire to utilize outside avenues diminishes greatly.

## ROBYN PHILACTOS

### THE BALANCED BOHO

My biggest pain point when it comes to business ownership is growing my business. I own a blog and craft business. I've learned loads about marketing my blog, but I'm still figuring out the best ways to market my products. I attend craft shows and have success there. I'm working on finding ways to transfer that success to the online marketplace; turning lurkers into buyers.

## JEFF MARTIN

### GREYSTONE KITCHENS

For the last few years managing dramatic growth has been the biggest pain point. Small businesses often have fewer areas of redundancy or backup to existing team members and enlarging a team during the previous era of nationwide demand for home improvement talent and materials was quite challenging. Training new team members remains one of the areas that we are working to invest and improve in order to continue our commitment to provide the most professional and pleasing home remodeling experiences available.

## KELLEY WALL

### TALENT LOGIC GROUP

Keeping ahead of the artificial intelligence curve.

## SARA BONDERUD

### NUEVA VIDA PELVIC FLOOR THERAPY AND WOMEN'S HEALTH COLLECTIVE

Knowing when to delegate tasks that are no longer essential to my leadership role as CEO while balancing that with the ROI as a newer small business.

# THE PAIN POINTS OF BUSINESS OWNERSHIP

## MONICA CALZOLARI

MONICA CALZOLARI

Building up my customer base of repeat business.

## ASHLEY VALENTINE

APEX DENTAL SOLUTIONS

Partnering and leaning on other business owners.

## MARKELL BLOUNT

QUANT CAPITAL

Work life balance.

## TIM KACHURIAK

NEXTAFTER

Shifting the focus of my key players from being star performers to become great coaches and managers. As the company continues to grow, we can no longer rely upon acts of heroicism from my key leaders, we need to be able to scale the magic to our broader staff. This means more delegating and elevating. More process development. More training and coaching. I think the hardest thing for any entrepreneurial leader is the act of letting go.

## COLLIN LAWRENCE

OSHIN DIGITAL

The biggest pain point for me is the immense time commitment required to build trust before sales. I've seen that in the web development space there are a lot of people that will take the money and run or deliver subpar work for exorbitant prices, so when we approach prospects they're immediately turned off, thinking we're like everyone else.

## BRYAN SELZER

LEFTA SYSTEMS

Employees in a remote environment and scaling the business without working 80 hours a week come to mind.



## ALAINA LAPHAM

### FLIGHT BUILDERS

What is the biggest marketing challenge that you will face in the upcoming year?

Land acquisitions.

If you had one message to get across to future customers, what would it be?

Our team and purpose is the cornerstone of what we do.

What differentiates you from the competition?

Affordable housing, B2B, our partners and business strategy.

## **DONALD TIPPLE**

### **NAKOMA DENTAL**

The hardest part in owning a business is delegation. It takes a certain amount of acceptance that every task can not be completed by yourself. To make the team successful I need to make the time and use resources to properly train and retain the right team members to carry out my vision and mission.

## **AMY STEWART**

### **HYDRATE NOW**

Scaling your operations effectively to accommodate growth. As your business expands, you might encounter difficulties in managing increased workload, maintaining quality standards, and optimizing processes. It may also be challenging to hire and onboard new employees efficiently while preserving the company culture. Strategic planning, resource allocation, and clear communication will be key to overcoming this challenge successfully.

## **SCOTT GLAZIER**

### **GLAZIER, GLAZIER & DIETRICH, PA**

Managing the business while also being a producer, a marketer, and a mentor to my younger partners.

## **FITCH KING**

### **MORGAR REALTY, INC**

Finding qualified and affordable employees. First finding candidates that are seriously interested in working, then keeping them engaged, focused, and motivated with all of the distractions and demands everyone has. Lots of anxiety and pressure/stress.

## **MARK HUTTO**

### **CLOSETS BY DESIGN**

HR paperwork and policies, Insurance requirements, hiring top notch people.

## **DALLAS HEMPSTEAD**

### **NORTHWESTERN MUTUAL**

For me it is trying to keep pushing myself and business further ahead, fighting the urge to become comfortable at any time. It is easy to do when business is good, but it is also what could make you irrelevant in the future. We need to continue to grow and build, and be innovative in how we reach and create impact for our clients. The more opportunities we create in our uncomfortable space, the more we grow and learn how to be better for our clients.

# **THE PAIN POINTS OF BUSINESS OWNERSHIP**

## **JEFF SEDLITZ**

### **FAMILY TREE FINANCIAL GROUP**

Finding the right people who actually want to work.

## **PAULINE SEVIGNY**

### **GRACE AEROSPACE LLC**

Growing the business while continuously trying to mature as a business.

## **RODNEY MCLAUCHLAN**

### **LEGACY TRUST COMPANY**

Hiring the right people so our clients can benefit from their services.

## **JACQUES GEORGES**

### **NO ORDINARY CONSULTANTS LLC**

The entire process of ownership can be pretty intimidating and exhausting. Initially we spend a lot more than we bring in. Resources are not necessarily free even when presented as such. Business funding tend be a lot of empty promises along with a lot hoops to jump through.

## **EDDIE MCCLAIN**

### **TOM JAMES CLOTHIERS**

Helping employees to stay motivated all year long.

# GREGG FICERY

## INTEGGRA ADVISORY SERVICES

**What are your top selling services or products that your company offers?**

Integgra's most common type of business valuation provided is the IRS 409A valuation which private companies issuing stock options to employees are required to have completed annually to set their option strike prices independently.

**What is the biggest organizational challenge that you will face in the upcoming year?**

Expenses continue to increase while it is difficult to raise fees serving the SMB market that is more fee-sensitive than most.

**What differentiates you from the competition?**

Integgra's experience valuing nearly 1,000 companies in the SMB market enables us to understand the nuances of early-stage company valuations better than most providers that work with larger companies with traditional financial profiles.



# SUZANNE LEMEN

## DYNAMIC CORPORATE SOLUTIONS, INC.

**What is your biggest pain point when it comes to Business Ownership?**

Business ownership is a roller coaster ride. Buckle your seat belt. Business is always changing and keeping up with where things are heading and building a plan to get there is always a challenge.

**What is the biggest organizational challenge that you will face in the upcoming year?**

The biggest challenge that all of us will face is the changing nature of business. As businesses embrace technology, job design and whole industries will change. This will be a significant reboot for many people. Those that aren't open to change will not be in business.

**What differentiates you from the competition?**

Our deep knowledge both technical and experience wise. We have very experienced people and you can't easily duplicate that. In the human resources world, googling the answer doesn't cut it. There are many, many factors to consider. Not considering all the factors can be very costly and often times fatal.

# THE PAIN POINTS OF BUSINESS OWNERSHIP

## JOHN DAUGHERTY

ALIAMBANNA, INC DBA  
VIRTUAL FISH CAMP AND  
VIRTUAL MIND CAMP

Staying focus on end results and the main things that I need to accomplish at the level I am at is most important.

## MARK WEBB

HIGH ENERGY LABS

Funding and having enough time to grow the business.

## TSAO LIN MOY

INTEGRATIVE HEALING  
ARTS ACUPUNCTURE, P.C.

Attracting qualified customers and scaling without sacrificing quality.

## DIANE FAULKNER

FULL CIRCLE PRESS

My biggest pain point is getting people to understand that writing is a business. I have to have a license, business insurance, and all the other accouterments every other business needs.

## LADDIE DWYER

A UNIQUE  
ENTERTAINMENT, INC

Collecting all the past due \$\$\$.

## JIM GLOBER

GLOBER + GLOBER,  
ATTORNEYS

A big pain point for us is the need to acquire and maintain expertise in many different areas, while at the same time providing an excellent product for our clients. As business owners, we must understand financial issues such as budgeting, planning, and cash flow. Also, we have to manage payroll and taxes. And we have to figure out the evolving marketing environment. Plus, we have to leverage a cascade of advances in technology to keep our businesses operating efficiently and cost-effectively. Most important, at the same time, we must provide a valuable service to our clients. While the requirement of acquiring and maintaining competency in a wide variety of areas definitely causes some pain, it also is challenging and rewarding. If we didn't enjoy this type of pain, we wouldn't own the business.

## JAMIE MARCHIO

WHITS FROZEN CUSTARD  
OF WORLD GOLF VILLAGE

Understanding consumer buying trends and habits and how to adjust to accommodate them.

## GERON COLEMAN

KD INTERACTIVE, INC.  
(KDI)

Capital raising for our corporate roll-up of other firms.

## ANITRA HARRIS

RUN WITH WINE

With numerous wellness coaches and educators offering similar services, it can be difficult to differentiate oneself and gain the trust of potential clients. Additionally, maintaining a steady client base can be a struggle, as people's commitment to their wellness goals can waver over time. This creates a constant need for marketing and client acquisition efforts. Moreover, the field of wellness is ever-evolving, requiring business owners to stay updated with the latest research and trends, which can be time-consuming and overwhelming. Finally, balancing the responsibilities of running a business, such as managing finances, marketing, and administrative tasks, with the actual coaching and education can be demanding and challenging to juggle effectively.

## JOSEPH MALTESE

JOSEPH J. MALTESE  
FINANCIAL SERVICES, LLC

Complying with the myriad of ever-changing regulations and creating systems to assure all users are in compliance.

# 5 TIPS TO ATTRACTING CUSTOMERS

Attracting customers is an ongoing process, so it's important to continuously evaluate and refine your strategies based on customer feedback and market trends.

## Understand Their Pain Points and Offer Solutions

Conduct surveys, engage in social listening, and analyze customer feedback to gain insights into their needs and frustrations. Once you've pinpointed these pain points, tailor your marketing messages and product offerings to highlight how your business provides solutions.

## Establish a Strong Online Presence

Establish and maintain a robust online presence. Create a user-friendly and visually appealing website that accurately represents your brand. Optimize your site for search engines (SEO) to increase visibility. Leverage social media platforms to engage with your target audience, share valuable content, and promote your products or services. An active and professional online presence can significantly enhance your visibility and attract potential customers.

## Effective Marketing Strategies

Develop and implement effective marketing strategies. Identify your target audience and tailor your marketing efforts to reach them through channels they frequent. Utilize a mix of digital marketing (social media advertising, email marketing, content marketing) and traditional methods (print ads, direct mail) to maximize your reach.

## Engaging Content Creation

Create high-quality and engaging content that adds value to your target audience. This could include blog posts, videos, infographics, or other forms of content that showcase your expertise and highlight the benefits of your products or services. Content that educates, entertains, or solves a problem for your audience is more likely to be shared, expanding your reach and attracting new customers.

## Build Relationships and Network

Actively engage in networking and relationship-building activities. Attend industry events, join professional organizations, and participate in community activities to connect with potential customers and other businesses. Building strong relationships within your industry can lead to referrals and partnerships that can drive customer acquisition.

# HOW TO DIFFERENTIATE FROM THE COMPETITION

**Clearly define and communicate your Unique Value Proposition.** This is the unique combination of products, services, and attributes that sets your business apart from competitors. Identify what makes your offerings special and why customers should choose your products or services over others. This could be based on quality, innovation, cost-effectiveness, exceptional customer service, or a combination of factors.

**Provide outstanding customer service to create a positive and memorable experience.** Respond promptly to customer inquiries and concerns, go the extra mile to exceed expectations, and actively seek and act on customer feedback. A reputation for excellent customer service can be a powerful differentiator, fostering customer loyalty and word-of-mouth referrals.

**Stay ahead of the competition by fostering a culture of innovation and continuous improvement.** Regularly assess your products, services, and processes to identify opportunities for enhancement. Embrace new technologies, stay current with industry trends, and be willing to adapt and evolve.

**Develop a strong and authentic brand personality that resonates with your target audience.** Share your brand story and values through effective storytelling. This can help create an emotional connection with customers, making your brand more memorable. Consistent branding across all touchpoints, including marketing materials, social media, and customer interactions, reinforces your unique identity.

**Identify and cater to a specific niche market.** Instead of trying to appeal to everyone, focus on a particular segment of the market that aligns with your strengths and expertise. By tailoring your products or services to the specific needs and preferences of a niche audience, you can create a more specialized and personalized offering that competitors may not be able to replicate.

Remember, differentiation is an ongoing process, and businesses should regularly reassess their strategies to ensure they remain relevant and competitive in the ever-changing marketplace.





## BUZZ BRIEF

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DAILY NEWS  
**Network**