

BUZZ BRIEF

June 1, 2023

ENTREPRENEURSHIP
UNLIMITED

50+

BUSINESS OWNERS

*Unveil the hidden challenges of
owning a business.*

PAIN POINTS **OF BUSINESS OWNERSHIP**

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



PLUS

The 5 keys to
reducing stress
you can
implement
today.



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



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

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

CONT.

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.



ETHIC ADVERTISING AGENCY JEFF SWARTZ - CEO

Established in 2014, Ethic Advertising Agency began as a one person, full-service "advertising agency," trying to be all things to all people. Soon after, Ethic niched into a culture focused and team oriented, hyper-targeted digital advertising agency and creative shop. Ethic specializes in companies who have a niche target audience, and reaches that audience with highly targeted, in-house digital advertising solutions like OTT/CTV, video pre-roll, display, social, PPC, Google Grants, and native. Their targeted ads are accompanied by their award winning, effective creative, and they offer their services to both advertisers and ad agencies.



What is the biggest change in marketing that you see coming in the next 2 years?:
It's not just one thing, but it's multiple changes that marketers and advertisers will have to face with things like privacy regulations, new mediums, shifting competitive landscape, inflation, and much more. Change will be constant and those who can roll with the punches and are comfortable in adapting to change will do well.

Services provided:

Branding/Naming/Product Development, Design, Digital, Digital Media Buying/Planning, Marketing Technologies/Analytics, Marketing/Creative Services, Mobile, Social Media, Strategy and Planning, Video Marketing, Web Design

A portrait of Don Carr, a middle-aged man with short, light-colored hair, smiling. He is wearing a dark suit jacket over a light blue checkered shirt. The background is dark and out of focus.

SPOTLIGHT INSIGHT

with

Don Carr

Carr Orthopedic Sports Medicine Consulting

As a physician, we spend our undergraduate educations studying Biochemistry, Biology, Physiology, and Exercise Science. No time for business classes. In medical school, the volume and complexity of the classes expand 1000-fold, again no training in how to run a practice. Once in practice, there are endless numbers of administrators, managers, insurers, etc... willing to help you run your business, and take a large portion of profits. This is an ongoing problem in healthcare which continues to see the cost of healthcare and administrator salaries rapidly rise as physician salaries continue to decline, despite an increased volume of work and risk. This is the main reason physicians are leaving practice in droves. For me, starting a business is overwhelming. I can barely spell LLC! Integrating Marketing, Billing, Contracting, and Legal Documents, while assuring I can generate and deliver high-quality consulting services seems a large task.

THE PAIN POINTS OF BUSINESS OWNERSHIP

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

BELEN BLANTON **FUNDACION ESTRELLITA** **DE BELÉN CORP**

Try to organize fundraising and get sponsors to be able to help you. Our organization is about underprivileged children outside USA and it could be very challenging.

AMBER CARLSON-HAYS **ARCHWAY LEARNING** **SOLUTIONS, LLC**

The biggest leadership challenge I will face in the coming year is navigating carefully crafted simultaneous growth across all aspects of my business.

BOBBY BOWERS **PARTY SHACK**

Reliability for outside resources to support your vision.

MICHAEL HOTALING **MOODY WILLIAMS** **APPRAISAL GROUP**

Because we offer so many services, our biggest challenge is to educate the public about all of the ways that we as appraisers can assist in decision-making for real estate.

ALMAS SEHIC **MISMO DYNAMICS** **CONSULTING LLC**

In our industry the biggest pain point is competition. We are competing not only with world class consulting firms like Deloitte and Accenture, but also with off-shore companies that undercut most of our services.

JEFF ROUNTREE **THE ROUNTREE AGENCY**

Time Management.

JOHN DAUGHERTY **ALIAMBANNA, INC. DBA** **VIRTUAL MIND CAMP AND** **VIRTUAL FISH CAMP**

Leveraging time and knowledge on a limited budget so knowing the next right thing to do.

TIMOTHY DAVID **MANIC GLOBAL** **RESOURCES GROUP**

Lack of funds: The access to funding is like a heartbeat of any business. But unfortunately the government makes it like passing through a fire before getting one.

STEPHANIE COLCA **CO3 MARKETING**

Balancing the administrative work of owning a business with the client side.



JESSICA FRANZINI **JESSICA FRANZINI-** **FREELANCE WRITER**

It all falls on me. I work really hard to keep the hustle up so that my project calendar is always full. But if I stop, there is nobody to fill my shoes. If I don't hustle, I don't work.



LASHAWNDA WRIGHT **THE WRIGHT** **ADMINISTRATIVE FIRM** **LLC**

The biggest pain point in owning a business is encountering customers who lack integrity.



MARK MCCRARY **TITANUP FITNESS**

The logistics of "everything". If you don't have a great team, and if you don't do what needs to get done, then it falls apart. You're spinning all of the plates and if you neglect a plate, it crashes.



LYNN BRIER-DE LA CRUZ **LYNN BRIER-DE LA CRUZ,** **P.A.**

One challenge that never seems to go away is remembering to always treat my business as a business. I work with people who become repeat clients and friends, and it's easy to get swept up in the relaxed nature of friendship.

THE PAIN POINTS OF BUSINESS OWNERSHIPS

JOSH AMBROSE

MOSQUITO HUNTERS OF JACKSONVILLE SOUTH ST AUGUSTINE

Growing fast enough to mitigate and marginalize fixed expenses without running out of operating cash flow.

PAUL THREATT

LAW OFFICES OF PAUL H. THREATT, PLLC

Scaling up operations by adding staff. In addition to the frequently lamented poor quality of the labor pool, inflation has an exponential negative impact because not only is the labor more expensive but so are the work spaces, supplies, and tools.

BIRGIT WAITES

PAULI BROCCOLI & FRIENDS

it was hiring trustworthy and competent companies that met my quality standards.

JOHN WARE

ANTIFRAGILE BUSINESS RESOLUTIONS LLC

In my case, it was biting off more than I could chew. We grew very rapidly from year two of the business, and we had an abundance of riches: great employees and contractors, plenty of operational cash flow, no debt, and so on. I had to learn to say "No" or learn how to prioritize by staging future jobs better. I had already run a multi-million dollar business previously, so I knew this to be the case, but it's hard to see the forest for the trees sometimes.

WISE SKILLMAN

C B H & ASSOCIATES

Being available to those that truly need our assistance.

STEVE IBEAWUCHI

SILVEROAK CONSULTING

Building clientele and a steady cashflow.

LINDA NOTTINGHAM

CEO FOCUS

One of the biggest pain points when it comes to business ownership is what we call 'the unknown unknowns'. Lacking experience and facing compliance and regulatory issues can overwhelm a business owner who may not be familiar with all the areas of potential liability. But beyond that, navigating the transition from 'entrepreneur' to 'CEO' is difficult for many, if not all business owners.

Entrepreneurs want to 'touch' everything and successful CEO's know they have to trust their employees and delegate in order to scale business operations and respond to growth.



DEMICA DAVIS

PASSION IN THE WORK LLC

Learning that all businesses are not operating from the root of integrity. My business is just a little over 10 months. I had to revamp all of my contracts and hired a lawyer to help with the copyright. While I was shocked that I needed to do this in the first five months of starting a new business.

ANDREA LEHNER

BEACHES FAMILY LAW, P.A.

Balancing practicing law and representing my clients with the administrative workload associated with owning a law firm. It was a big learning curve to discover how best to manage my time to ensure that my clients were continuing to receive quality representation and zealous advocacy while maintaining the business side of the firm.



THE PAIN POINTS OF BUSINESS OWNERSHIP

EDWARD JACKSON **JEA EDWARD P. JACKSON** **P.A.**

Doing the administrative work.

WILLIAM PETERSON **BLT TECHNOLOGY, LLC**

Balancing the need to properly build and fortify foundational principles and practices before getting to far ahead in the vision. Most business builds on small successes that ultimately add up to create a sum.

JESSICA DANIELSON **COURT PROGRAMS OF** **NORTH FLORIDA**

Having to manage clients, staff, the every changing dynamics of City govt and the impost it has on my business.

JACQYUES GEORGES **NO ORDINARY** **CONSULTANTS LLC**

Being in business for myself is extremely rewarding but it also comes with many challenges. For starters, marketing, buying equipment, hiring personnel, working capital and legalities are all items that must be cared for prior to moving forward as a legit business.

NICOLE CARROLL **CARROLL PROPERTIES, LLC**

I own a real estate investment company and we have a Airbnb. I would say my biggest challenge is sometimes dealing with over demanding guests.

JOSHUA MOORE **MASTERPIECE SOLAR**

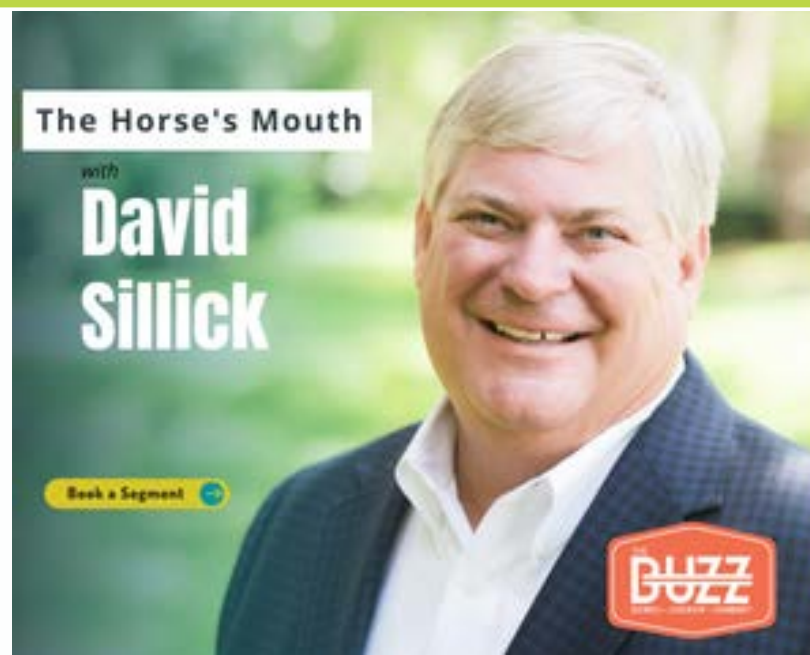
Relying on other people. You can have all the best ideas, intentions and systems in the world. But ultimately, pieces and steps will always rely on other people. Other people often find ways to let you down, whether it be not replying, dropping the ball, changing their behavior... it can be very frustrating.

NATASHA LAMB **PERSPECTIVES** **COUNSELING OF NE** **FLORIDA, LLC**

The biggest pain point is identifying your niche to set yourself apart from similar businesses which provide the same service.

LES DAVIS **BRICKSTONE PIZZA**

My biggest pain points were People, Process and Pricing.





ITHIELL YISRAEL

Producer/Director
Ithiell Yisrael

IRON ROCK FILMS

What is your biggest pain point when it comes to business ownership?

CAPITAL: Unfortunately, when not in a tier 1 market for film production, financing a feature film or documentary is extremely difficult. Investment infrastructure is non-existent and creating original projects takes a back seat to other forms of production.

What sets you apart from your competition?

1. My background in film and video production includes experience in every department. That knowledge gives me a unique advantage when approaching any new project. 2.No client is too small. 3. I am genuinely invested in our service improving your business or desired outcomes.

Luis Rivera

F S
FIRST STAR SOLUTIONS
Food & Beverage Consulting
Sports, Entertainment & Hospitality
www.firststarsolutions.com

FIRST STAR SOLUTIONS

What is your biggest pain point when it comes to business ownership?

The biggest hurdle we encounter is our tenure as a company; we have been in business since late 2018, had one good year in 2019, and then the pandemic hit us all. However, my competitors have been in business for 20+ years. Sporting teams and venues have been familiar with our competitors' names for some time. Now, we are trying to introduce a newer and younger outlook to updated systems and processes in the sports hospitality industry.

What sets you apart from your competition?

Disrupting systems and processes that have not changed in the past 20 years.

DANIEL GREGORIO

CAMERA CENTER OF
RIDGEWOOD

Lack of time off. Hoping
customers walk in the door.

TILLERY DURBIN

121 FINANCIAL CREDIT
UNION

Lending to businesses. I
talk to a lot of business
owners. I hear a lot of
times business owners
didn't know there were
lenders out there to help
them start up their
company. They end up
taking on personal debt
or high rate lenders not
knowing places like our
credit union are out there
as a possibility. My goal is
to continue to educate
business owners about
different types of loans
and lender/resources that
are out there to help
them - start or grow their
businesses.

JASON PARRY

WAYBRIGHT LLC

Being patient and not
trying to mess with things
once they are in motion.

ELYSE CARD HEGI

CARD HEGI COACHING

What is your biggest pain point when it comes to
owning your business?

As a relatively new business owner, perhaps my biggest struggle is getting the word out, followed by a pretty steady to-do list. As a solopreneur, it's on me to manage providing services, marketing, finance, operations, and so on. While it's definitely a challenge, it's one I've welcomed with open arms. The work isn't always easy, but it is always fulfilling.

THE PAIN POINTS OF BUSINESS OWNERSHIP

MELODY ECKERT

MELSONG DESIGNS

The buck stops here. The
idea that owning one's
business gives one freedom
is sometimes misleading.
Small business owners work
just as hard if not harder
because the success or
failure of our business rests
squarely on our shoulders.
There is no room for error
and no time off.

TRISHA STALNAKER

BRAD THE BUILDER LLC

Establishing processes that
fit the masses but still
create a personalized
experience.

BRYAN BOYD

WISDOM IN CHRIST

The biggest pain point I've
experienced with ownership
is removing myself from
daily operations to focus on
scaling our efforts.

LINDA FORDE

THE FORDE FIRM LLC

Currently, the biggest pain
point related to business
ownership is staffing. It's
very difficult to find quality
employees as small
business owners. We want
to pay them well and take
excellent care of them, but
I can't compete with the
pay at regional or national
corporations.

Unemployment in my
industry is 0% and in our
region it is only 2.6%!

BILL GARRISON

HIGGINBOTHAM CUSTOM
HOMES, LLC

Building a team of
employees and
subcontractors that "get"
us, our mission, our
commitment to our clients,
our commitment to over-
the-top customer service
and construction quality.



Card Hege
COACHING

Elyse Card Hege | Mindset Coach

Helping ambitious women embrace
their power to achieve any goal, live
life authentically, and boss up at work,
at home, and everywhere in between

Change your mind, Change your life.
elysecardhege.com

Melissa LaManna

LAMANNA COUNSELING SERVICES

What is your biggest pain point when it comes to business ownership?

Finding ways to grow my private practice at healthy, yet sustainable rate.

What sets you apart from your competition?

How my personal and professional experiences (i.e., former elementary school teacher, motherhood, children's author) have shaped and informed my work with clients.

Shana Ryan

CONCEPTUAL HR SOLUTIONS

What is your biggest pain point when it comes to business ownership?

Learning to delegate and trust. When you're building a company, you are in control of all operations, finances, marketing, growth, talent management and more. Before you know it, your business turns into something other people on your team control(or should anyway). Put the right people in the right positions and give direction while empowering them to lead the charge. As a tenacious business owner, this is complicated and a new skill you must work at. After all, you didn't end up with a successful company because you sat on the sidelines. You take charge and get things done! it is time to provide your team training and be there for support, without creating a bottle neck in the company.

What sets you apart from your competition?

We are very hands-on with our clients and partner with them as they grow.

5 KEYS TO REDUCING STRESS FOR ENTREPRENEURS

Implementing these strategies can help entrepreneurs effectively manage stress and enhance their overall well-being on their entrepreneurial journey.

- 1 Time Management:** Prioritize tasks, set realistic goals, and delegate responsibilities to optimize your schedule and reduce stress.
- 2 Self-Care and Well-being:** Prioritize exercise, sleep, and quality time with loved ones to maintain a healthy work-life balance and reduce stress.
- 3 Support Network:** Cultivate a strong support network of mentors and peers to seek advice, share experiences, and gain support during challenging times.
- 4 Delegation and Outsourcing:** Delegate non-core tasks and consider outsourcing to alleviate workloads and focus on strategic priorities.
- 5 Mindset and Resilience:** Foster a positive mindset, embrace challenges as learning opportunities, and practice gratitude to build resilience and reduce stress levels.



VIRTUAL MIND CAMP



Fundación
de Estrellita
Belén

Build a world where all children have a mighty HEART
Construye un mundo donde todos los niños tengan un
corazón poderoso
www.fundacionestrellitadebelen.org

nonprofit
50

THE PAIN POINTS OF BUSINESS OWNERSHIP

NORMAN BLUM

FIRST COAST PROMOTIONS

First off, we always make our deadlines and provide a great product. But if customers knew about all the behind the scenes problems they would stress out. We constantly have to pivot. Supply chain problems, UPS and Fed Ex problems, machine breakdowns, etc.etc. Was talking to a colleague and asked him if ever had a day when things went 100% smoothly without any hitches. "Never" was the response.

SHEILA COHEN

S.W.I.F.T. UNLIMITED, LLA

Business Ownership requires consistency in the time needed to build, assess and respond when starting your business if you want to be successful. There will be times of trial and error, but these are the moments of opportunity to learn from mistakes early in the infant stage of growth as an entrepreneur.

BRANT TURNER

AMERICAN DATABASE MARKETING

Dealing with government regulations, fees, assessments and taxes.

DAWN RONAN

KEY DEER CONSULTING

Deciding when is the right time to expand the business.

SHEILA COHEN

S.W.I.F.T. UNLIMITED, LLA

Sheila Cohen
S.W.I.F.T. Unlimited, LLA
Business Ownership requires consistency in the time needed to build, assess and respond when starting your business if you want to be successful. There will be times of trial and error, but these are the moments of opportunity to learn from mistakes early in the infant stage of growth as an entrepreneur.

ROB LEE

LEE AGENCY

My biggest pain point when it comes to business is the paperwork of running a business. Still small, so I am the Owner, Secretary, Accounting, HR, Employee, all wrapped in to 1 person. The work is easy and I do not regret working for myself or delegating to the few I have on my team, it is just truly difficult to completely let go and trust all will be done without having to put eyes on the completed tasks before they go out.

THOM STIMPEL

PROACTIVE BUSINESS IMPROVEMENTS, LLC

My pain point is reaching aspiring entrepreneurs in time. Historically, 97% of them will fail, and most don't realize what they lack to succeed. They don't want outside input, and don't want to spend money on needed assistance. To them HELP is a four-letter word. They're in hiding, and that is a painful reality for my business.



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



Ignite Success
with
Sherrie Clark
Best-selling and award-winning author, ghostwriter, author coach, editor, publisher, and marketer
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The Guest List

Tony Boselli
Mark Brunell
Dave Caldwell
Tom Coughlin
Kevin Hardy
Sam Kouvaris
Jeff Lageman
Mark Lamping
Todd Roobin of Film & TV
Melissa Ross
Current & Former Jaguars
NFL & College Stars
Jacksonville Political Figures
Business Owners
Members of the News Media
Musicians & Actors
Bodyguards
Nonprofit Leaders
Commission Members of the
Jumbo Shrimp Baseball Team
The ABA Jacksonville Giants
Jacksonville Icemen Members
Boxers
Fighters from MMA
Many More

Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

THE HORSE'S MOUTH

With Tom McManus

SERIES ON 



OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





BUZZ BRIEF

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