

GATOR BITES



Greetings!

Here's your August 2019 edition of Gator Bites with ideas and tips to help grow and improve your business or organization.

FEATURE ARTICLE - 4 Part Series on Hiring (May), Retaining (June), Training (July), and Evaluating Employees

Performance Evaluations "How Am I Doing? Retaining Your Star Employees"- Part IV (2-3 minute read)

Also in this issue:

- IT Tip
- Quote of the Month
- Inspiration
- Book of the Month
- Words of Wisdom
- Do You Need A Business Degree To Run A Business? - Chris Herchovon
- Video - Steve Anderson, Sentry Management
- Money Saving Idea
- Humor
- Signs - Blooming Business
- Josh Barrett reviews *The Alligator Business Solution*
- Promote Your Business

Focus on the Objective, Not the Obstacle

Success, real success, is helping other people be successful.

Pass it On

If you enjoy Gator Bites, please pass it on to your friends. To subscribe, click here: [**Subscribe to Gator Bites**](#)

Part IV - How Am I Doing? Retaining Your Star Employees



You've been on the job for 2 weeks, or 6 months, or a year, or maybe 10 years. What question have you been asking yourself no matter how long you've been on the job? You are probably asking "How am I doing?" You want to retain your star employees right? The right kind of performance evaluations can help you accomplish that goal.

[READ MORE](#)

IT TIP - UPWORK

Upwork.com is an awesome site to get quality work done on a wide variety of projects. And it is very easy to use. You post a project, and your budget, and freelancers from all over the world then bid on your project. You can interview candidates and see their credentials and reviews. I wanted a logo for a tennis team with a budget of \$5 and I got 24 bids. I hired a man in Ukraine and a woman in Pakistan and they did a great job. When you set up your account you give Upwork your credit card so you pay Upwork and Upwork pays the freelancer. I've used Upwork for about 8 projects so far with great success.

<https://www.upwork.com/>

Quote of the Month

*Do all the good you can,
By all the means you can,
In all the ways you can,
In all the places you can,
At all the times you can,
To all the people you can,
As long as you ever can.*

John Wesley



INSPIRATION

The Lord of the Books

Doing Good

Many thanks to Brad Tholen, owner of Horizon Home Inspectors, for submitting this story.

José Alberto Gutierrez began working as a garbage collector in 1997, he thought it was a waste that so many books were being thrown away. So he decided to save them. Now known as the “lord of the books,” Mr. Gutierrez has donated thousands of books across Colombia. By rescuing books from the trash, the “lord of the books,” as locals call Mr. Gutierrez in Bogotá’s popular neighborhood La Nueva Gloria, has helped more than 22,000 Colombians in vulnerable, mainly rural areas across the country to imagine a better future.

To date, their efforts have allowed them to reach more than 450 territories in the country. “The most valuable inheritance we can leave our children is education,” Gutierrez says,

Read the full article at:

<https://www.csmonitor.com/World/Americas/2018/0625/Colombia-s-lord-of-the-books-saves-tomes-from-the-trash>

[Text Link](#)



Book of the Month:

Skill With People - Les Giblin

Experts All Agree - interpersonal skills the key to your success.

For those of you who say "I don't have time to read," this book is for you. It is really more of a pamphlet. Only 43 pages with very short chapters that can be read in less than one minute and packed with great wisdom.

Words of Wisdom

"Risk comes from not knowing what you're doing." - Warren Buffett.

The next time you are bitten by the DIY Virus, get advice from someone who knows what they are doing. Maybe you could save some money by doing your own plumbing, car repair, website, or

accounting, but do you have core expertise in the field where you plan to work?



What are the top 10 free business softwares?

Gator Bites welcomes guest columnist Chris Hervocho, owner of SOAR - A Better Way CPA. <https://betterwaycpa.com/>, 843-608-0298, chris@betterwaycpa.com

This is an interesting question. Coming from an accountant's perspective, and considering software that has both free and paid versions but where the free version is useful in a business setting, here goes (in no particular order):

[Read the Article](#)



Steve Anderson talks about how *The Alligator Business Solution* helped him and his company.

[Watch to the interview](#)

STAPLES Advantage **Money Saving Idea**

Big Savings on Paper: There used to be 3 major manufacturers of copy paper. Georgia Pacific has dropped out creating both a shortage and significant price increases. But RPA members can enjoy significant savings. A non-member would currently pay \$55.00 for a box of 10 reams of 8 1/2 x 11, 92 bright, 20 lb paper. **RPA members would only pay \$35.32.** Click below to become a member of Rockwell Purchasing Association. There is no cost to join.

In 2010 we partnered with Staples to create Rockwell Purchasing Association (RPA) so small businesses could qualify for commercial discounts. Your organization would have to purchase \$35,000/year to qualify for commercial discounts. By combining the purchases of our 100+ members, we qualify for 10-15% discounts. I've actually gotten as much as 40% but that isn't the norm. Contrast that with Staples Rewards, which is a retail discount program for individuals that gives 5% discounts. As a member of Rockwell Purchasing Associates

(RPA), you can buy online or in any store in the lower 48 states. There are over 23,000 items in the RPA catalog. Not only do we have office supplies, but we have cleaning and break room supplies, furniture, technology products, logo items, and many other business services like printing and promotional products. Non-profit organizations are also eligible for membership.

Membership in RPA is FREE, and there are no purchase requirements. **To sign up, click on [RPA](#) and start saving.**

Did you know you can order online through RPA and pick up at the store?

[HUMOR](#)

[CHILDREN'S SERMON:](#)

ONE EASTER SUNDAY MORNING AS THE MINISTER WAS PREACHING THE CHILDREN'S SERMON, HE REACHED INTO HIS BAG OF PROPS AND PULLED OUT AN EGG. HE POINTED AT THE EGG AND ASKED THE CHILDREN, "WHAT'S IN HERE?" "I KNOW!" A LITTLE BOY EXCLAIMED. "PANTYHOSE!!!"



[Is Your Business Blooming?](#)

Risk Free Business Health Checkup

The Boy Scouts motto is "Be Prepared." **Is your business prepared?** You probably get an annual health checkup,

have your teeth cleaned, or get preventative maintenance done on your car. **What about your business?** Just as a dentist uses an x-ray to see what is going on beneath the surface, our coaches can quickly see areas for improving profit and cash flow because like the dentist, we know where to look and what to look for. If we can't increase your profits or cash flow, **there is no charge!**

Contact us at rockwell@hargray.com or 843-597-4826 for a free consultation.

[Need a speaker?](#)

Coach Roy recently did two presentations at the international convention of Institute of Management Accountants in San Diego. Coach Roy Austin has presented to audiences all across the country at conventions, company management teams, and non-profits. His presentations are characterized as combining humor and true stories with unique graphics to convey business education. Contact Roy at 843-597-4826 or email him at rockwell@hargray.com.

[Click here to subscribe to Gator Bites](#)

Gator Bites e-News is dedicated to the DWITS of the world. What's a DWIT? See the February 2018 edition of Gator Bites [Click here](#)

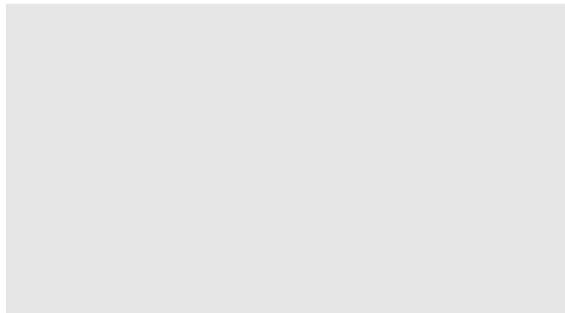
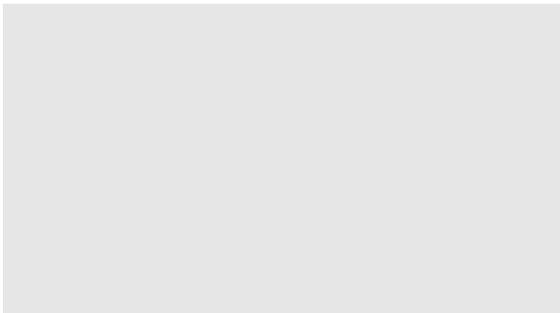
BOOK REVIEW

When I bought The Alligator Business Solution I didn't know this book was going to become a priceless asset. While you may run a successful company, I encourage all to read this book. No, not just a book; this is business manual. Learn not only the accounting, taxes, assets, debts, marketing, ups and downs of business, business plans, your customers, but also learn about your SUCCESS! My favorite feature of this book is the "Gator Bites," little bits of knowledge that really make you think. These tips improved a few of aspects in my business. This entertaining business manual gave me a good laugh or two. The book is easy to read, and includes informative stories about small businesses. I've started using the book to redo my business plan step by step.

Josh Barrett

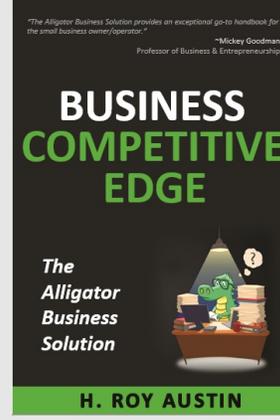
President, Barrett Information Technology

[Click here to order the paperback or ebook](#)





Paperback



E-book



Promote your Business

Gator Bites is distributed to over 1,900 people

Do you have an idea, best practice, or tip that could benefit others **and** promote your business? Email me at rockwell@hargray.com and I'll publish it in a future edition of Gator Bites.

For only \$25/issue, you can get your business in front of a large audience. Promoting your business can include links to your website, email, phone numbers, and one image.

If you are interested in being a regular sponsor of Gator Bites, contact me at rockwell@hargray.com or call 843-597-4826

Focus on the Objective, Not the Obstacle

Success, real success, is helping other people be successful.

Visit our Website

Gator Bites is brought to you by
Coach Roy Austin
Rockwell Business Solutions
843-597-4826
rockwell@hargray.com
<https://alligatorbusinesssolution.com>
<https://www.rockwellbusinesssolutions.com/>





STAY CONNECTED

