

# GATOR BITES



Greetings!

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

## **FEATURE ARTICLE - Making Meetings Effective & Productive**

**Also in this issue:**

- IT Tip
- Quote of the Month
- Inspiration
- Book of the Month
- Words of Wisdom
- Growth Metrics for a Small Business - Chris Herchovon
- Video - Pulaski, VA Chamber of Commerce
- Money Saving Idea
- Humor
- Rev Up Your Business
- Dr Paul Juras reviews *The Alligator Business Solution*
- Promote Your Business

**Focus on the Objective, Not the Obstacle**

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

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### **Pass it On**

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### **Making Meetings More Effective and Productive**

Have you ever been in a meeting and felt like it was a waste of time and you desperately wished you were somewhere else. Meetings can be of enormous value when they focus a team's

expertise and experience on solving a problem. Tapping the collective wisdom can provide valuable insights and stimulate the thought process of everyone in the room. Or, meetings can be a complete waste of time. Why spend 30, 60, 90 minutes or more in an unproductive meeting? Here are some suggestions to make your meetings more valuable, productive and shorter.

[READ MORE](#)

### IT TIP - Hootsuite

Hootsuite.com is a great program for scheduling your social media posts to multiple platforms. Instead of individual posts to Facebook, LinkedIn, Twitter, Instagram, etc. you can put them in Hootsuite and blast them out to all these different media. You can pick the time of day they are posted and schedule out posts months in advance. Hootsuite is a great time saver for your social media marketing efforts.

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### Quote of the Month

*The only place where success comes before work is in the dictionary. Unknown*



### INSPIRATION

#### **Sir Nicholas Winton**

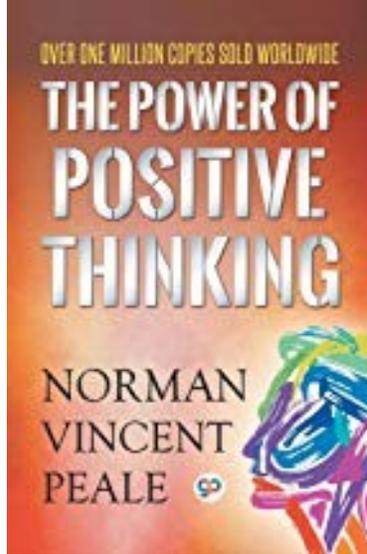
**It is not what you take with you when you go but what you leave behind when you go. Sir Nicholas**

**Winton rescued 669 children. [Click to watch video.](#)**

### Book of the Month:

***The Power of Positive Thinking* by Norman Vincent Peale.**

**Some books are timeless and this is one of them. Attitude determines altitude and this classic will help you reach new levels of success. There is**



a lyric in the country song *Dust On The Bottle* that says "Just because there is a little dust on the bottle, don't let that fool you about what's inside." This book has been around a long time but don't let that fool you about what's inside.



## Words of Wisdom

**"Focus on the Objective,  
Not the Obstacle."**

H. Roy Austin

Has anyone ever told you it can't be done? How did you react? Were you discouraged or challenged. One of the places I visited in Africa last year was a Maasia school in Kenya. Someone asked the teacher if they had a library. She replied "No, but we would love to have a library." That stuck in my mind. Thinking, "surely I could get books donated and shipped to the school," Libraries For Kids was born.

Many people told me that it can't be done, it's too expensive to ship books, and they will disappear going through Customs. However, one of my life philosophies is "**Focus on the Objective, Not the Obstacle.**" Every worthwhile project will have problems and obstacles. If you focus on the problems you will never start. Conversely, if you focus on the objective and solve the problems as they arise, most anything is possible. Consequently, we have successfully shipped books to Nairobi, Kenya; Arusha, Tanzania; and the Amboseli school, learned how to minimize shipping costs, and sent money to the Amboseli school to help them buy new textbooks that fit their curricula.

Libraries For Kids is an IRS tax-exempt 501 (c) (3) organization, so donations of books and money are tax-deductible.

Thanks for your support and prayers for Libraries For Kids.

**Mission:** The mission of Libraries For Kids is to supply books and school supplies to schools in rural areas of underdeveloped countries to establish libraries and assist those schools in broadening educational opportunities for their students.

**Vision:** Libraries For Kids envisions eventually helping rural schools in underdeveloped countries all over the world.

**Website:** <https://libraries4kids.org/>

Profits from the sale of The Alligator Business Solution will go to support Libraries For Kids. Every \$100 contributed will receive a signed copy of The Alligator Business Solution.

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

**What are some of the best metrics of tracking small business growth?**

When I work with my clients to determine what metrics they should be tracking, one of the first things we do is determine which of the 4 Pillars of Business Strategy to focus on. When we talk about business growth, that generally means the first pillar: Customer Acquisition & Sales. Some of my favorite *Key Predictive* Indicators (KPIs) to focus on in this area are (in no order):

[Read the Article](#)

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**The Pulaski, VA Chamber of Commerce interviews Robin Deiulio, owner of The Blue Ridge Fudge Shop, discusses keys to the success of her business.**

[Watch to the interview](#)

**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?

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## HUMOR

### Types of Accountants

**There are three types of Accountants. Those who count and those who don't.**

Rev Up Your Business Engine.

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!**

Click Here [Business Health Checkup](#)

Contact us at [rockwell@hargray.com](mailto: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](mailto:rockwell@hargray.com).

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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](#)

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## BOOK REVIEW

I have never met a small business owner that did not want to succeed, but success is not something a business owner should leave to chance. There is a greater probability of success when the pursuit of an opportunity intersects with a high level of preparedness. Roy's easy-to-read book provides much of the knowledge needed to improve one's level of preparedness and chances of success. However, this book offers much more, it

offers knowledge and insights that can make that success sustainable. “No one will care about your business like you do.” Few could argue with that statement, which comes from one of Roy Austin’s first “Gator Bites.” However, the care and nurturing of a business requires knowledge. By reading this book, you will learn about all the facets of operating and managing a business. Accounting, marketing, risk management, employee hiring and retention, and the list goes on. All the foundational concepts are here. You do not need to be an expert in everything, but you certainly need an awareness of the fundamentals. The Alligator Business Solution offers you the foundational knowledge that is essential on your path to success.

~**Paul E Juras** Ph.D., CMA, CPA

Vander Wolk Professor of Management Accounting and Operational Performance, Babson College

Chair Elect - Institute of Management Accountants

[For more reviews click here.](#)

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



Paperback

Profits donated to [Libraries For Kids](#)



E-book

Profits donated to [Libraries For Kids](#)

## [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](mailto:rockwell@hargray.com) and I'll publish it in a future edition of Gator Bites.

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