



Here's your September 2018 edition of Gator Bites with ideas and tips to help grow and improve your organization.

## **FEATURE ARTICLE: Are People Really Your Most Important Asset?**

### **Also in this issue:**

- Quote of the Month
- Book of the Month
- Inspiration
- Building a Successful Business
- Words of Wisdom
- Productivity Tip
- Collections Tips
- Money Saving Idea

**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](#)

---

### **Are Employees Really Your Most Important Asset?**

Traveling around the country, I constantly hear the same complaint: "I can't find employees." Note that the complaint isn't about finding good employees but rather any employees. There is a huge labor shortage all across the country. At my BNI (Business Networking International) meetings members frequently ask, not for referrals, but for employees. Which is more important, your people or your equipment? Obviously, both! You can't operate the business if the equipment doesn't work, and you need employees to work

the business and the equipment. Usually, the equipment takes precedence because the need is immediate. However, employees are your most important asset in the long run. One owner told me he didn't believe in training employees. He said that if he spent money on training an employees and they went to another company then he'd paid to train someone else's employee. What he was really saying was that he didn't care if he had employees who were inefficient, unproductive, lacking in expertise, uncreative, producing low-quality products and services, adhering to unsafe practices, and providing poor customer service. One company with 50 employees spent \$1.7 million on maintenance and repairs over a five year period compared to only \$41,000 on training, most of which was on OSHA required safety issues. They spend nothing on customer service or process improvement.

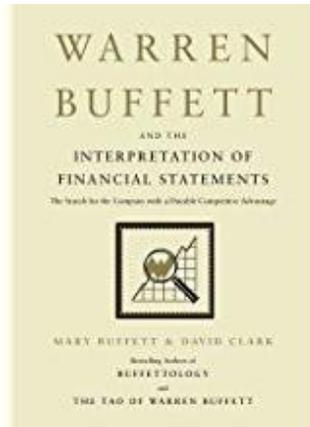
Do you want your company to grow and prosper? Then help your employees grow. Training pays big dividends in productivity, efficiency, quality (PEQ), safety, and improved customer service. Training also tells your employees you care about them and want to help them grow. When employees know you care about them, they are more likely to want to stay with you even if they get a better offer. If finding employees is so hard, doesn't it make sense to increase the odds of retaining great employees? Companies often state "employees are our most important asset." But do their actions support this statement? Review how much you are investing in your people. As Sir Richard Branson said "Clients do not come first, employees come first. If you take care of your employees, they will take care of the clients."

Click here for more articles: [Click here](#)

---

### **Quote of the Month**

- "I'd rather have a lot of talent and a little experience than a lot of experience and a little talent." - John Wooden



## [Book of the Month:](#)

***Durable Competitive Advantage – Warren Buffet and the Interpretation of Financial Statements*** by Mary Buffet & David Clark

**How do you know if your company has a durable competitive advantage? This book will teach you.**

---

### **INSPIRATION - Everyone Has a Story in Life**

A 24 year old boy seeing out from the train's window shouted... "Dad, look the trees are going behind!" Dad smiled and a young couple sitting nearby, looked at the 24 year old's childish behavior with pity, suddenly he again exclaimed... "Dad, look the clouds are running with us!" The couple couldn't resist and said to the old man... "Why don't you take your son to a good doctor?" The old man smiled and said... "I did and we are just coming from the hospital, my son was blind from birth, he just got his eyes today."

Every single person on the planet has a story. Don't judge people before you truly know them. The truth might surprise you.

---

**ABSOLUTE** *advantage* **Operational Success for Small Businesses - Interview with Kelly Hatfield**

[Listen to the interview](#)

---

---



## **DWIT AWARDS**

Gator Bites is pleased to announce the DWIT award to people who **Do Whatever It Takes** to help the business community and other businesses succeed. This month we recognize Shellie West Hodges. In January 2012 Shellie founded the Greater Bluffton Chamber of Commerce in Bluffton, SC to promote and advocate for the local business community. Through her tireless efforts the Bluffton Chamber has grown to over 600 members. She is constantly on the road meeting with business owners and looking for new ways to help their businesses grow. Shellie, you are a true DWIT. Thanks for all you do!!

**[Click here](#)** to email me with your nominee for a future DWIT award.

---

## **Words of Wisdom by Don Reinke**

Don Reinke has extensive business experience having owned several successful businesses. He submitted his 13 keys to success. We'll pass along one each month.

## **5. Be honest in everything you do**

---



## **Productivity Tips**

Dr. Melissa Gratias is a Productivity Psychologist and an expert in getting organized. She has a wealth of information on her website about improving your productivity. She has a great monthly e-news

letter to which you can subscribe. Her website is: <https://melissagrattias.com/>. You can sign up for her newsletter at: <http://eepurl.com/bRuAXj>

---

## COLLECTIONS TIPS

Greg Bennett is a CPA on Hilton Head Island, SC. Based on his experience with other companies, he says that now in his own businesses, "I simply do not have a problem collecting receivables." Greg shares his eight secrets for collecting receivables.

**3. Set expectations and communicate terms in a friendly but firm manner. Have these terms outlined in contracts/engagements? Be consistent in ceasing services or selling products on credit upon a certain number of days past due**

[Stay tuned to future Gator Bites for Greg's other tips.](#)

---

## Improve Your Business Writing Skills - Low Country Non-Fiction Writers

Do you write any kind of non-fiction? "Nonfiction" refers to literature based in fact. It is the broadest category of literature. Categories include biography, business, cooking, health and fitness, pets, crafts, home decorating, languages, travel, home improvement, religion, art and music, history, self-help, true crime, science, technology, memoirs, and humor. Non-fiction writing includes: Reports, Articles, Blogs, Books & booklets, Operations Manuals, Brochures, etc.

The Low Country Non-Fiction Writers meet monthly at the Bluffton South Carolina Community Library on the 3rd Tuesday each month at 6 PM. Meetings always end at 7 PM because the library closes. Monthly presentations are recorded and available at our website: [Click Here](#). There is a wealth of information on the website.

We look forward to seeing you at a future meeting.

---

**STAPLES** Advantage Money Saving Idea

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.



Overcome your fears and reach your goals.

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

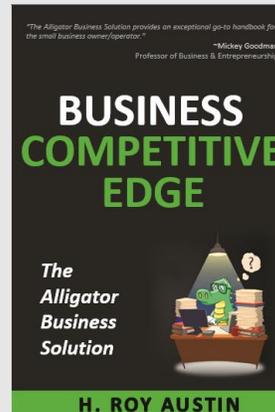
Gator Bites e-News is dedicated to the DWITS of the world.

What's a DWIT? See the February 2018 edition of Gator Bites  
[Click here](#)



Paperback available on Amazon  
\$19.95 [Amazon](#)

or at [Rockwell Business Solutions](#)



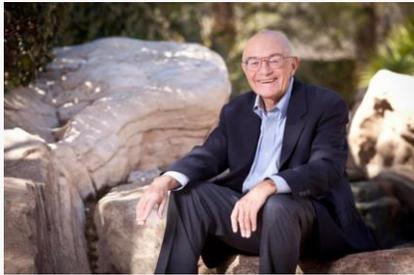
E-book available:  
Amazon,  
Barnes &  
Noble,  
Kobo,  
and  
iBooks  
\$9.99  
[Amazon](#)



“Having completed a number of acquisitions (25+) of early stage companies during 35 years as a business leader, and experiencing varying levels of operating sophistication within them, I appreciate the value of the basic but essential ‘words of wisdom’ Roy Austin shares in The Alligator Business Solution. He has written a guide, or perhaps better said ‘playbook,’ for a first-time entrepreneur who is just starting a business and/or a business owner who needs to reset/pivot a company’s direction and priorities. These are lessons one might learn in business school, but for those without this training, it is exactly what a street-savvy, first-time entrepreneur should know and follow in building a sustainable profitable business. “In The Alligator Business Solution, Roy provides a thoughtful and practical step-by-step approach essential to establishing a structure and winning operating culture within a business, by sharing his extensive knowledge and experience. He covers all aspects/functions critical to building a successful business highlighting the importance of planning, processes, controllership, marketing, leadership, and governance within a company. Starting with a vision, statement of values & company culture, and fundamental purpose of a business, he provides the reader an insightful tutorial that should help to put your company on a successful track going forward. I highly recommend Roy’s ‘Solution’ to all entrepreneurs and early stage company owners, whether just starting a business or still in the early stages of development and growth.”

~ **Kenneth Boyda**

Current: Chairman & Director of Razberi Technologies Inc.,  
Director of Vidsys, Inc.,  
Former: President and CEO of Interlogix/General Electric Security



Do you have an idea, best practice, or tip that could benefit others? Email me at [rockwell@hargray.com](mailto:rockwell@hargray.com) and I'll publish in a future edition of Gator Bites and credit you.

[Visit our Website](#)

Gator Bites is brought to you by  
Coach Roy  
Rockwell Business Solutions  
843-597-4826  
[rockwell@hargray.com](mailto:rockwell@hargray.com)  
[www.rockwellbusinesssolutions.com](http://www.rockwellbusinesssolutions.com)



STAY CONNECTED \_ \_ \_ \_

