

INSIDE: SUCCESS STORIES, TIPS, REVIEWS & MORE TO HELP YOUR BUSINESS GROW

AMERICA'S BEST

The Magazine for the Small Business Owner

Nov/Dec 2009

Small Business Tune-Up Guide

BOOST YOUR PROFITS!

Focus on Customers

Quick Fixes
To Improve
Your Website

+ Shake Up Your
Marketing Strategy



ANGELS CARING FOR ANGELS



OWNER: **Dale Alexander-O'Dell**
 LOCATION: **Moreno Valley, CA**
 WEBSITE: angelscaringforangels.com

What is your business? We are a respected network of Care Angels that provide in-home care and companionship to seniors.

Why did you start your own business? Caring for the elderly is something I'm very passionate about, it's not only my business it's my ministry and I'm just doing what I'm called to do.

What is your favorite aspect of being a business owner? The joy that I feel when my Care Angels bring love and happiness to the home of my clients, validates my purpose in life.

What's the best piece of advice you can offer fellow business owners? Have a plan, set goals and stick to them. Work toward your goals every day and remember a plan isn't a plan if it's not on paper.

What's next for you and your business? We are currently starting a new senior housing project in Moreno Valley, CA.

Favorite quote? "Watch your pennies and your dollars will take care of themselves."

Submitted by: Ricky Wicks

CATALOG INNOVATIONS



OWNERS: **Tom Harris & Mark Allison**
 LOCATION: **Wheaton, Ill.**
 WEBSITE: cataloginnovations.com

What is your business? Printer's representatives selling a variety of printed products, consultation, and being the best value for our clients. We produce catalogs, publications, direct mail, and general commercial printing & specialty products.

Why did you start your own business? We started this business to better serve our client base and not be tied to a single corporate entity.

What is your favorite aspect of being a business owner? This business allows us to use multiple, mainly family-owned companies that care about the customer and provide the best fit for their product with exceptional service a highly competitive pricing.

What's the best piece of advice you can offer fellow business owners? Put complete focus on your customer and exceed their expectations while delivering on time and within budget.

Favorite office gadget/tool? Computer, the Internet and mobile communications so we can always respond immediately.

Submitted by: Vinai Shreenivas

ROSSARIO'S FINE JEWELRY



OWNER: **Mario Aliano**
 LOCATION: **Wood Dale, Ill.**
 WEBSITE: rossariosjewelry.com

What is your business? We specialize in custom design engagement rings and all jewelry. We are also a full-service jewelry store that repairs all jewelry and watches on site.

Why did you start your own business? I started my own business with the sense that a business owner can best satisfy a customer.

What is your favorite aspect of being a business owner? Being able to design all my own jewelry. Seeing every guest leave my store with a smile.

What's the best piece of advice you can offer fellow business owners? Never lie to your customer, always be honest with them.

What's next for you and your business? Expanding our business to other sites. It is time to grow.

Favorite office gadget/tool? Digital calibrator

Submitted by: Vinai Shreenivas