



THE ADVISOR

JANUARY 25, 2012 * Volume 16 * Issue 03

Mission Statement: "Connecting Ocala Business Leaders with everyone we meet."



**Call to Order by T.J. Moon
Invocation Given By Hank Progar
Pledge Led By T.J. Moon
45 in Attendance**

CARING FOR YOUR EYE

Presented by, Catherine Ranges, COT/OST
Central Florida Eye Institute
www.centralfloridaeye.com

"Why Should You Have an Eye Examination?"

Preventative eye care may help insure that you and your family enjoy a lifetime of good vision.



Eye conditions and diseases affect people in all stages of life, even children. Early detection and treatment of eye problems may help save sight even before many patients notice any visual symptoms. In one instance a patient never needed glasses until they were in their 40s. At that time, they began to need reading glasses, so they bought them at a local retail store. Fast forward 25 years, on a whim this patient decided to come in for an eye examination. They were surprised to find that they had lost 80-90% of their vision to glaucoma! An entirely preventable, treatable disease went undetected due to lack of routine eye exams.

In order to help everyone understand the importance of yearly eye examinations, the following is a list of conditions and potential diseases that can affect your vision, many without early warning: Cataracts, glaucoma, diabetes, macular degeneration, hypertension, heart disease, high cholesterol, arthritis, artery occlusion, cystoid macular edema, vitreous floaters, vitreous and retinal detachments, retinitis pigmentosa, Stargardt's disease, vein occlusion, histoplasmosis and many others. The risk to you may be extremely low to non-existent for many of these conditions. Cataract is a condition that most likely will affect all of us. Macular degeneration is one of the leading causes of loss in functional vision while diabetic retinopathy

(Cont. pg. 3)

OBL Annual Installation Banquet

This past Friday was the OBL Annual Installation Banquet. There was around 85 in attendance with a lot of catching up to do from last year.

The night started off with Nate Gillman making introductions and later with some great jokes.



Laura Bradford was up next with a poem that went something like this.



OBL Jingle

Oh all the wonderful folks you will know
When you join OBL and make a commitment to go
From seven to eight every Wednesday you see
We gather for breakfast, drink coffee and tea
Oh all the brilliant professional chums
Knowledge abounds amongst everyone

(Cont. pg. 3)



**2012 OBL President
T.J. Moon**

Ten Minute Infomercial
CARING FOR YOUR EYE
Presented by, Catherine Ranges, COT/OST
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ANNOUNCEMENTS

OFFICERS

President	Thomas Moon
President Elect	James Giannetta
VP/Marketing	Charles Gordon
VP/Membership	Howard Moon
Secretary	Ronee Giannetta
Treasurer	Linda Gyax
Past President	Tom Loury

DIRECTORS

ONEYEAR

TWOYEAR

Karen Wiessner	Audrey Johns
Russ Moore	Paul Joranlien
Earl Arnett	Doug Moore
Cathy Ranges	Wayne Hunter

Lifetime Director	David Liner
OBL Ambassador	Les Singleton

Visioning Committee

James Giannetta, Chairman

MARKETING COMMITTEE

C. Gordon, Chairman	671-9292
Paul Joranlien	236-1010
Dave Liner	
James Giannetta	

MEMBERSHIP COMMITTEE

H. Moon, Chairman	427-5935
Mike McKee	368-1044
Adam Woods	427-3038

SCHOLARSHIP COMMITTEE

T.J. Moon	427-5935
Dr. Charles Simpson	732-2745

SPECIAL POSITIONS

News, Typeset & Print:

Charles Gordon	671-9292
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IMPORTANT NUMBERS

HOT LINE	804-3700
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WEB SITE

www.ocalabusinessleaders.com

352-804-3700

OBL BUSINESS

OBL Board Meeting

February 13, 2012
7:00AM Elks Lodge

OBL Marketing Meeting

February 7, 2012
Wolfy's
352-671-9292
7:00 AM.

OBL Membership Meeting

February 27, 2012
Chelsea Coffee Company
3217 E. Silver Springs Blvd.
7:00 AM.

Vision Committee

James Giannetta

Need a Ten minute infomercial.

Contact Mike McKee
at the next breakfast meeting
to set your date.

Attn Ocala Business Leaders:

I would like to thank each and every member for being a part of OBL.

This organization is successful because of every-one participating.

We have many ways that you can participate, other than just showing up to meetings. We have committees (Membership, marketing, visioning, etc.), you can attend/help at events OBL is present at, you can provide ideas and help facilitate that it is followed through with and more.



Get with me at the next meeting and we can discuss it more See you at our next meeting,

TJ Moon - President

Ocala Business Leaders Networking Events

Need help planning your Networking Event?

Contact

Diane Leaf

352-401-3916

dleaf@ocalafl.org



GUESTS

Jacquelyn DeCamp
Geril Therapy
Physical Thereapy
no address (just use Geril Therapy)
352 236 1871
invited b y Adam Geril

Jamie Hirsch
Americ Heart Saver
P O Box 2673
Ocala, FL 34478
877 970 9009
invited by Dex imaging

Susan Doff (Sue Morris)
Hire Skippy
Concierge
second visit
352 857 2046

Rosa Hall
Phab-U-Licious, Alive & Well! Juice Bar/Raw
Vegan Care (Fitness, nutrition, beauty)
:P O Box 1595
Silver Springs, FL 34489
352 843 0599
invited by Sam of Dex imaging.



Thoughts of the Week

From Mike McKee

"Revenge at any cost will cost you everything."

"A business absolutely devoted to service will have only one worry about profits. They will be embarrassing large."

~Henry Ford ~

CARING FOR YOUR EYE

Presented by, Catherine Ranges, COT/OST
 Central Florida Eye Institute
www.centralfloridaeye.com

(Cont. from pg. 1)

continues to be a leading cause of blindness in the world today. Good news: glaucoma when “diagnosed early” may be treated without complication or loss of vision in most patients.

Early detection of glaucoma as well as many other conditions that have the potential to cause decreased or loss of vision can usually be done during a complete eye examination. Some conditions required additional testing to help provide you with the best overall treatment

Adults over the age of 40 should be examined every 1-2 years; after 60 examinations should be on a yearly basis. At any age, if you have a medical condition such as diabetes, hypertension, rheumatoid arthritis, asthma, poor circulation, high cholesterol, or auto-immune problems you may need more frequent exams. If you have a family history of diabetes, glaucoma, macular degeneration or other eye condition, yearly eye examinations may help prevent or delay damage and progression of the disease.

There are also risk factors in addition to heredity that can affect your vision. Some of the following are believed to be strong risk factors for the development or advancement of some eye conditions.

- Macular Degeneration: Caucasian – Smoking – Obesity – Poor diet
- Cataracts: Injury – Excessive exposure to ultraviolet rays – Smoking
- Diabetes: Smoking – High blood pressure – Drinking alcohol – Poor control of blood sugar – Pregnancy
- Glaucoma: African American – Extreme nearsightedness – Diabetes - Hypertension
- Trauma – Some medications

Don't take your vision for granted. To help insure good, healthy vision for a lifetime, it is vital we all have yearly eye examinations. Annual eye exams can detect early problems and also provide prompt treatment to help you see the world clearly for a lifetime. Call your ophthalmologist today to make an appointment.

OBL Annual Installation Banquet

(Cont. from pg. 1)

There's doctors, a lawyer, a man with a gun
 A jeweler, some publishers, a geek and his son
 Shake hands with a radio ham if you will
 A banker, a printer and a florist named Bill
 Don't see quite so well? No need to be blind
 Your body is stressed you need to unwind?
 This all can happen, check it out now
 Call one of the members just to see how
 All of your worries can be cleared up by noon
 If not quite that fast really quite soon.
 Pull out the directory. Call, text or email
 An OBL member can service or sell
 Just what you need, just what you crave
 Just think of the money you really might save
 You can store that old couch or clean that old rug
 Tint your car window or spray that gross bug
 Have some clean water, dehydrations not good
 Landscape your yard or look under the hood
 There's sorting of mail, packing up anything
 They can send it to China, Biloxi or Maine
 Second incomes abound, just look and you'll see
 OBL is the place where your business should be
 Oh all the wonderful members we boast
 Networking works when you use it the most!
 ©2012 L.Rourke *(cont. pg. 4)*



T.J. Moon accepting an award for all he does in the community



Right
 T. J. Moon inducted as 2012 OBL President



Left
 Tom Loury accepting an award for his past year as OBL President

Center
 Paul Joranlien presenting OBL Business Person of the Year Award to Cathy Ranges



OBL Installation Banquet

Cont. from page 3)

So I know everyone that was there had a good time and the food was excellent which was prepared by Rondo of Mojo's who made sure we all had enough to eat.

So if you missed the OBL Banquet, make sure you make the next one. Its going to be really good.

Below are a few pictures by *Charles Gordon Photography*



Rondo

Ocala Business Leaders, Inc.

If you haven't been to breakfast latley, then come join us every Wednesday morning. Come to network, have breakfast and see friends.

That's at the Elks Club on NE 25th Ave. Doors open at 6:30 AM

For more info go to

www.ocalabusinessleaders.com



Small Business Tip of the Day

Source: www.manta.com

Pay Attention to Your Customers

Notice when you have frequent or repeat customers; on the phone, via email, or in person, be aware of the number of times a customer is touching your business. Observe their habits. Do they talk about the same concerns? Do they have products they are loyal to? Let your customers know you recognize their buying habits.

Focus on Your Products and Services

People search for products and services, not company names. You need to focus your marketing—your website, paid search, advertising, etc.--on the products and services you offer. Shameless plug: Manta now gives you the opportunity to create dedicated and detailed pages for your products and services, including up to five photos for each product or service.

Buy Office Necessities in Bulk

If your business uses lots of supplies, do some research about how to get the cheapest cost per item, and buy these items in bulk to save money. Whether it's cleaning supplies, office supplies, or other commodities, look for ways to buy in bulk to spend less money over time.

Spread the Message Over & Over Again

Experts say potential customers need to hear about your business up to 12 times before they are ready to do business with you. So keep marketing and use as many venues as possible (especially the free ones) to get your message in front of the right people as often as possible.

21 Shoestring Marketing Secrets That All Small Business Owners Need to Know

By Jessica M Swanson

Unfortunately, many small business owners believe in the motto, "it takes money to make money" in the world of small business. The good news is that nothing could be further from the truth.

There are twenty-one shoestring marketing secrets that will provide you with the right frame of mind so that you can begin the process of building a thriving small business without spending a dime on marketing.

What every small business needs to know is that Shoestring Marketing is:

1. **Low-cost.** In today's internet and social media age, there are now more low-cost marketing options than ever before. Not only is it possible, but absolutely doable to substantially grow your small business on a shoestring budget.
2. **Commitment.** If your marketing is going to eventually take hold, then you need to make a strong commitment to see it through until it sticks. Don't give up in the early stages.
3. **Patience.** The fruits of your marketing labors don't happen overnight. You need to plant your marketing seeds and tend to them regularly before your marketing garden blooms.
4. **Branding.** Your clients and customers need to have a clear picture in their minds as to who you are and how your product or service can solve their most pressing problems
5. **Consistency.** Marketing is much like breathing. It's the life of your small business and should be a regular part of your daily business activities.
6. **Domination.** If you want to explode your small business profits, then you must dominate a small part of your market. You need to become the "go-to" person in your particular niche.
7. **Customer-focused.** Your primary job is to clearly identify the problems that your prospects face and offer them the obvious solutions.
8. **Identify your target market.** It's crucial that you know exactly who needs your product or service. Mass marketing doesn't work in today's business environment. Not only does it force you to water down your marketing message to please the masses, but it's much too expensive for the shoestring marketer.
9. **Elicits confidence and trust.** Create experiences and situations that boost the level of confidence from your prospects. At the end of the day, people buy from those whom they like and trust.
10. **Massive visibility.** Since your prospects are exposed to over 4,000 ads every single day, you need to ensure that your small business is utilizing as many marketing platforms as possible. Your prospects should come across you in as many places as possible.
11. **Repetition.** Research suggests that prospects need to encounter your small business between seven and twelve times before they are ready to purchase. So, put yourself in front of your target market over and over again.
12. **Ease of use.** If your sales process, marketing materials or any other part of your business is too complicated, your customers will become confused. Confused customers simply don't buy.
13. **The WOW Factor.** What are you doing to get noticed? How are you different than your competition? The fastest way to small business failure is to blend in with the crowd.

(Cont. pg. 6)

21 Shoestring Marketing Secrets That All Small Business Owners Need to Know

By Jessica M Swanson (Cont. from pg. 5)

14. **Quality.** If your product and/or services aren't top quality, then you won't get repeat business. Your long-term success depends on satisfied customers who spread the word about your business and purchase from you repeatedly.
15. **Education.** Position yourself as an expert and educate your prospects as to why your small business can offer them the remedy to their most pressing pain points.
16. **Relationships.** Create real relationships with your prospects and customers. Answer their questions, solve their problems and help them if they're stuck. Your prospects want to know that there's a real person in front of your small business.
17. **Increasing the lifetime value of customers.** Over 20% of your existing customers will purchase from you again (since they already know and trust you), so create additional ways for them to make purchases.
18. **Automation.** We're living in a fast-tracked society that doesn't work using old-fashioned marketing methods. So, embrace automation tools such as landing pages, email autoresponders, shopping carts, customer management software, etc.
19. **Tracking your results.** It's essential to your overall survival that you have a clear understanding what works and what doesn't work when it comes to your marketing. Use link tracking software to track your ROI (even if your only investment is your time).
20. **Flexibility.** Things change quickly and you must be willing to adapt. When the next "great" marketing platform emerges, be willing to jump on board and embrace it with excitement. If you are a flexible marketer, you're always miles ahead of your competition.
21. **Everything that you do.** Marketing isn't just about your advertising campaigns. Every single interaction that you have with your prospects promotes your small business. So, be careful how you answer the phone, respond to your emails and treat your customers because all of it makes an instant and lasting impression on them.

So, there you have it, twenty-one Shoestring Marketing strategies that will literally transform your small business from "just getting by" to "flourishing." And, the best part of all is that you can do it all on a shoestring marketing budget.

Article Source: http://EzineArticles.com/?expert=Jessica_M_Swanson

<http://EzineArticles.com/?21-Shoestring-Marketing-Secrets-That-All-Small-Business-Owners-Need-to-Know&id=5603934>

21 Reasons You'll Fail at Marketing

By Carolyn Higgins

What is it about Marketing that makes everyone on earth think they can do it themselves, despite failure after failure, disappointment after disappointment, and excuse after excuse? Do people not recognize a Marketing failure when they see one?

I constantly see business owners try the same marketing tactics over and over again; wasting more money, more time, and more energy. If I had 1/10th of what business owners waste on stuff that doesn't work, I'd be the most successful marketing consultant on the planet. But I'm not - and so many business owners would rather go it alone and fail over and over again than reach out and get professional help. I don't get it.

I know there are those out there who will always try to do it themselves so in the spirit of not getting it, here are 21 reasons why most small business owners fail at marketing:

1. **Guessing-** Great marketing isn't an accident. It takes research, educated decisions, testing, tracking and measuring. Guesswork will leave you customer-less and broke.
2. **Doing what everyone else is doing-** Every business is different and your marketing mix should be too. Following the crowd isn't going to help you stand out from the competition!
3. **Listening to sales people** Marketing is a long term strategy, not a special advertisement, publication, or website; but every sales rep you come in contact with will try to convince you otherwise. Marketing is a process, there is no magic pill and don't let a slick sales person try to tell you there is!

(Cont Pg. 7)



21 Reasons You'll Fail at Marketing

By Carolyn Higgins (Cont from pg. 6)

4. Not asking questions – Question EVERYTHING about your business and ask everyone you come into contact with as many questions as possible to learn, grow, and constantly improve.
5. Doing nothing – It's simple, if you don't Market your business, you will fail. 6. Putting all your eggs in one basket – Marketing is like investing, the more diversified your strategy, the better off you will be. Don't invest all your time and resources in one medium or on one marketing tool – mix it up.
7. Not tracking results – How the heck are you going to know what works and what doesn't if you don't track the results? If you're not tracking you're guessing, and we covered that in #1!
8. Assuming you have all the answers – Yes, I know: you know your business better than anyone. But do you know marketing? I mean do you REALLY know how and where to reach potential customers and convince them to buy from you?
9. Not talking to your customers – No one knows your value – or faults - better than the people who actually buy from you. Talk to your customers - often. It'll provide valuable insight and ideas.
10. Ignoring your competition- If you don't know how you're different from your competition how are potential customers supposed to? Knowing your competition's strengths and weaknesses will help you differentiate.
11. Not setting goals – Goals keep us on track; they give us direction. Without them you're wandering aimlessly and most likely wasting a lot of time and money.
12. Not building an email list – I don't understand how anyone can market a business in today's world without an email list! Email is the easiest and most inexpensive way to stay in touch with customers and prospects. If you aren't building a list you're missing out on huge opportunities.
13. Not having an opt in form – Emailing current and past customers is a great start, but what about the people who visit your website, Facebook, Twitter, or LinkedIn pages and then go away never to be heard from again? Wouldn't it be nice to engage the serious window shoppers in some way? An opt-in form is the way to do it!
14. Selling all the time. We've all met the slick schmoozy salesy types, right? And how long does it take you to high-tail it in the opposite direction? Don't be one of those. An effective marketing strategy eliminates the need to sell all the time... really!
15. Assuming because you have a great product or service you don't need a marketing strategy - Sure, some products and services might market themselves, but that's rare. Real marketing success takes strategy, planning, and work.
16. Assuming that just because you have a good product or service you don't need a referral system- Again, there are some products and services that people just love to talk about, but building a successful business solely on organic referrals and "buzz" is rare. Getting solid referrals, consistently takes planning and solid execution. .
17. Assuming anyone with a pulse is a potential client- Repeat after me: "NOT everyone is a potential client for me". Now look in the mirror and repeat that every day! Find your niche - that segment of the population you are born to serve and you will uncover a gold mine!
18. Not building relationships – I can't stress enough how important this is. Hiding behind your computer screen, desk, or counter isn't going to get you the level of success you want. You have to get out there – mingle, be helpful, connect people, and build relationships with the right people!
19. Networking in all the wrong places – Not every networking group is right for you. Find the ones that will help you get where you want to go and avoid the ones that won't.
20. Ignoring the internet – Facebook and Twitter may not be right for your business, but chances are your target market is going somewhere on line for information about your product or service. Your job is to find out where they're going and be there!
21. Not hiring a professional- If you want to build an addition onto your home would you do it yourself or hire a professional? I mean, you know your home better than anyone, so why not do it yourself? Ridiculous, right? So then why would you try to "add on" – or grow – your business yourself? Hire a professional who has the right tools, experience, and expertise to make your business grow!

By the way, if you liked this post, I'd really appreciate your Retweet!!! Thank you. :-)

Carolyn Higgins, President of Fortune Marketing Company helps professional services companies stop wasting money on advertising and promotions that don't deliver by implementing effective marketing systems that yield more clients - consistently.

Source: http://biznik.com/articles/21-reasons-youll-fail-at-marketing?utm_source=articles&utm_medium=email&utm_campaign=2012-01-25

IMPORTANT ADVERTISING INFO FOR OBL MEMBERS

All members have the opportunity to advertise in the OBL Business Directory. 30,000 will be printed per year starting in January 2012 and distributed throughout the area bimonthly.

The full color ads in the directory must be paid up front for a year as follows:

ONE YEAR AD

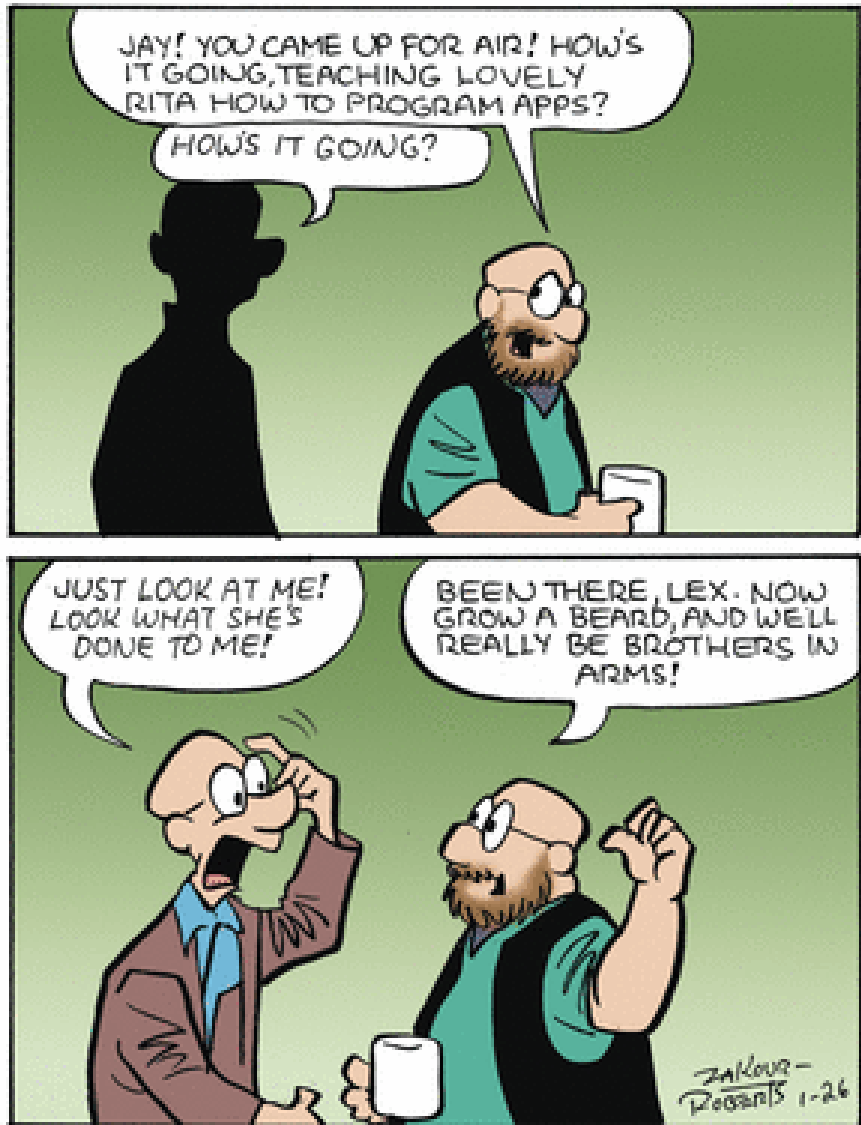
- 1/8 page - \$250.00
- 1/4 page - \$500.00
- 1/2 page - \$900.00
- Full page - \$1600.00

If you are interested in having an ad in the OBL Directory, contact Charles Gordon OBL V.P. Marketing 352-671-9292 or cgordon589@embarqmail.com



WORKING DAZE

JOHN ZAKOUR
SCOTT ROBERTS
workingdaze.blogspot.com/



Ocala Business Leaders Businesses

Contractor
 Benmar Construction LLC
 Contact: Jeremiah Bennett
 26 Pecan Run Terrace
 Ocala FL 34472
 Phone: 352-687-8863
 www.buildwithbenmar.com

Dentist
 Dr Quinn Family Dentistry
 Contact: Dr Kayleen Quinn
 430 SE 17th Street
 Ocala FL 34471
 Phone: 352-732-3425
 www.quinnfamilydentistry.com

Developing a Second Income
 Paul Joranlien
 Contact: Paul Joranlien
 3712 NE 16th Place
 Ocala FL 34470
 Phone: 352-274-5172
 pnp.lovinlifeceo.com

Digital Media
 Local Edge
 Contact: Gera Smith
 3201 SW 42nd Street #5
 Gainesville FL 32608
 Phone: 352-367-2400
 www.localgedmedia.com

Duct and Vent Cleaning
 Appliance Doctor
 Contact: Ronee Gannetta
 2865 NE 43 Place
 Ocala FL 34479
 Phone: 352-402-0143

Electrical Contractor
 Stokes Electric of Central Florida
 Contact: Al Roberts
 3711 NW 27th Ave
 Ocala FL 34475
 Phone: 352-351-4605
 www.stokesfl.com