

BRANDING SUCCESS

Wetalkshirty.com helps clients stand out from the crowd



JASON FARMER / STAFF PHOTOGRAPHER

Ron Augelli, owner of wetalkshirty.com and Talk Shirty To Me, sits on an auto screen press in the production room of the Blakely apparel provider.

Behind the Business is a weekly feature taking an inside look at local businesses. To suggest a company or entrepreneur, email business@timeshamrock.com.

Business name: wetalkshirty.com

Location: 1979 Scranton Carbondale Highway, Blakely.

Owner: Ron Augelli

Year established: 2007

Number of employees: 15 full-time, four seasonal

Tell us about your business: We are an award-winning apparel provider that services the needs of businesses, groups, teams, clubs and schools. We specialize in raising funds for community, school and group projects through apparel fundraisers, and we also provide screen-printing, embroidery, sign and promotional products for a variety of different organizations. We also provide contract printing and design services that help our clients to brand themselves and stand out from the crowd.

Wetalkshirty.com and



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Don Logan, shop maintenance manager, cleans a screen used to print on shirts at wetalkshirty.com and Talk Shirty to Me in Blakely.

"Talk Shirty to Me" is our brand, but we recognize that many customers are looking for quick turnaround and not just talk. Our business motto is "Get a quote, get shirts, get back to business." We understand that our clients are looking for the full-package when it comes to apparel, and we deliver on this consistently.

What are your secrets to success? There is no secret to success. This didn't fall out of the sky. One of my favorite quotes is, "I am a great believer in luck, and I find the hard-

er I work, the more of it I have" from Thomas Jefferson. There have been many late nights, early mornings and a lot of time and effort that has contributed to the success of wetalkshirty.com.

As a business owner here in Northeastern PA, I recognize the importance of community in the success of any business venture. We pride ourselves in working with groups, businesses and organizations so that they can become successful. Becoming a community leader and helping many in the area to

reach their own successes has been critical for our advancement as a business.

What is your biggest challenge? The biggest challenge for me has been spreading myself out. I began this as a one-man show in which I did everything from sales, to art, to printing, to delivery. Learning to delegate and let go of some of these aspects is what has helped to build such an outstanding team, but it hasn't always been easy.

Adapting as a business owner; a successful employer; and staying current in the industry are all struggles that I face. We have learned to embrace and stay on the cutting edge of technology in the region, but we haven't let go of the personal touches and genuine appreciation that I've had for my customers since the early days. I still see each sale as important as the first ones when I was just beginning. In this industry, there is always going to be someone cheaper; but 10,000 customers and strong, successful relationships later, I know that people are getting the best when they choose wetalkshirty.com.