

THE SWEENEY TICKET

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Two Key Words to Small Business Success

An athletic team has a coach. An airplane has a pilot. The military has officers. A doctor leads a surgical team. As you think about each one of these situations, what two words do they have in common?

Oversight and Involvement – For any organization consisting of people, there must be oversight and involvement. This holds true for small businesses as well. Small businesses do not automatically operate on their own. Where there is an owner or designated manager, someone with decision-making authority must have general oversight and be involved.

An owner or manager must be involved with employees...participating with them, knowing what they are doing, and relating to their thoughts and attitudes.

Marketing Strategies for Small Business Success Seminar Well Received



Congratulations to an outstanding group of entrepreneurs/business people who completed in mid-December the Regional Economic Development and Energy Corporation's (REDEC) 8-week course – "Marketing Strategies for Small Business Success."

I had the privilege to serve as the instructor for this class and I look forward to seeing these individuals apply some of these marketing initiatives in their own businesses. Thanks also to the entire staff at the REDEC Relending Corporation for their help and support throughout the course.

Bargain Price for Vintage Baseball Cards



Attention longtime baseball card collectors or new collectors! Are you looking to enhance your collections?

Now on sale is a treasure chest of hundreds of classic baseball cards from 1980's & 1990's. Contact me at sweenenterprise1@aol.com for info.

Successful Businesses Have Commitment – Absentee ownership or management does not make a business successful. Look at successful small businesses and those not so successful. A common denominator for successful businesses is oversight and involvement by owners and/or managers.

A Fallacy of Ownership – It is often a fallacy of small business ownership that a business can operate by itself with little or no involvement from the owner. Many studies on small business failure list leadership as one of many factors contributing to the high failure rate of small businesses. Lack of leadership is one key element. Lack of oversight and involvement is still another factor and different than simply lack of leadership ability.

Results – When owners of small business have direct oversight and involvement, businesses operate more efficiently and customers are very likely to be more satisfied. Distractions cannot be an excuse. A poor manager cannot be an excuse. There can be no excuses!

Does an owner want to see an efficient and profitable business? If so, oversight and involvement are key factors that cannot be lacking.

Convert VHS Tapes to DVDs or USB Flash Drives



In 1977, Jimmy Carter became our country's 39th President, the movie *Star Wars* was a hit at the box office, and VHS machines and tapes were introduced in the United States.

Fast forward now to July to 2016 when production of VHS equipment became extinct.

Unfortunately, you've got boxes of VHS tapes you can't watch anymore. So how do you now preserve those VHS

tapes of your wedding day, family picnics, or your child's first walking steps?

Sweeney Enterprises LLC can convert your VHS tapes of memories into DVDs or USB Flash Drives.

Check out the *Sweeney Enterprises LLC* website at www.sweenenterprises.com to download a copy of our price list/order form.

For more information on how to protect your lifetime events contact me at my email address of dsweeney@sweenenterprises.com.

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