

# Entrepreneurs Need Lots Of Enthusiasm

Many people have thought about starting a business. It is a big step, however, between thinking about it and doing it. "The most difficult part (of running a business) is finding the time to get out there and network," William Waggoner told me.

Being in business means that you must sell something. And finding the people who will buy your products or services is a never-ending part of any business.

Mr. Waggoner started his company **Studio Alpha Design** of Lebanon in 2004. Before that he was involved in design work at A.M. Best in Tewksbury Township. His background also includes five years in Los Angeles studying and shooting film.

He specializes in the full range of graphic design — print, web and illustration. He gets deeply involved in producing brochures, catalogs, booklets, logos, direct mail campaigns, point of purchase displays, Web site design, and even trade show booths and outdoor signs. His studio serves clients locally as well as from as far away as California ([www.StudioAlphaDesign.com](http://www.StudioAlphaDesign.com)).

"I also do print ads — from small to full-color, full-page," he said. "This can require a catchy tag line that draws the reader in. Billboards are entirely different." He is enthusiastic about the work.

Being agile in business is very important. Not only must Mr. Waggoner stay on top of developing technologies in Web and print media, but sometimes he must write the copy and — always — stay within budget.

Some products and services are easier to sell than others. Everyone has a good idea of what graphic design means, but what about event servers?

"The hardest part (of our business) is getting the word out that this type of service is available," Joan Nitti told me. "People want to be a guest at their own party so that they can relax with their guests and we'll take care of the rest."

To get this point across sometimes takes a little show-and-tell, and that's exactly how **A La**

**Carte Premier Servers** came to be. Ms. Nitti and Monique Spicer, partners in **A La Carte**, were working for a caterer, serving at an event when the idea was born. "Five people came up to us and asked about our service," she said.

**A La Carte Premier Servers** (399-0954) can provide caterers, chefs, bartenders, photographers, and, of course, the service for just about any type of event — private, corporate

or other. They employ a staff of trained employees and carry full liability insurance.

"We started last summer with a huge picnic — for some 200 people," she said. "We do everything from intimate dinners to big parties — including the cleanup. We've raised the bar compared to other service companies."

The white-glove service of this operation sets it apart. It's another one of the keys to success — make a lasting impression by going that extra mile.

"I never really thought I'd enjoy floors," Stacy Brennan said. She's office manager at **Whitehouse Floors** in Whitehouse Station. When she started here, she began learning about tile and hardwood and carpet and laminate, and she was hooked. She found herself really enjoying what she was doing. It includes educating customers on what is available, what is coming onto the market, what they can do within their budgets, even how to refinish the floors they already have.

"Helping people find exactly what they're looking for is a challenge," she said. "We provide a personal type service. Our estimates are free and we can do custom orders."

**Whitehouse Floors** is owned by Tim Ryan. ([www.WhitehouseFloorsLLC.com](http://www.WhitehouseFloorsLLC.com)). Crews go out to install new floors and refinish existing floors all over New Jersey and into New York and Pennsylvania.

Ms. Brennan summarized the whole philosophy of going into business and making a go of it: "Find something that you love and stick with it," she advised.

**Al Warr**

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