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People Pleasing Issue

JEANETTE BENNETT
 BusinessQ Magazine

Each issue of BusinessQ this year has had a theme — we explored “technology” and “best companies to work for” earlier this year, and this fall issue focuses on “people.”

“People” is a broad focus. Every business is started by a person. Every decision is made by a person. Every failure affects someone personally.

But business is not just about any people. It’s about the right people. And any business owner will tell you that knowing the right people leads to contacts, contracts and contentment.

In our publishing business, some of our greatest successes can be traced to individuals — take for example Deann Huish, the executive officer of the Utah Valley Home Builders Association. After being acquainted with her for a couple of years, we landed the publishing contract in 2003 for the Parade of Homes Magazine. And we’ve been her publishing arm ever since. We have nurtured our relationship by doing quality work and listening to her needs — a Lladro here and there helps, too! Over the years, she has recommended us to other HBAs. We now publish the Park City Showcase of Homes Magazine and the Salt Lake Parade of Homes Magazine. These two enjoyable projects can be traced back to our relationship with Deann.

In addition to being well-connected with the right people, it’s important for business owners to have the right team members under their roof. At our company, we have 17 dedicated staff mem-

bers who — for some glorious reason — care about the company as if it’s their own. They don’t race out at 4:55 p.m. on Friday and drag themselves back in at 8:11 on Monday morning. They are constantly brainstorming story ideas and possible clients — weekend or no. Because of this work-life combination, the successes feel more personal. When we complete an issue, there is a tangible sense of accomplishment among the entire staff and we celebrate by going to lunch, playing whiffle ball in the backroom or even taking turns getting spa services at Mainspring Day Spa. Associating with the right people makes work more pleasurable and profitable.

When I interview companies for this magazine or for Utah Valley Magazine, I often ask about keys to success. Without fail, their answer includes having the right people aboard their business bus. The power of one is immeasurable — and if you don’t believe it, try having the wrong person handle your book-keeping.

For BusinessQ, the “right people” also includes the right readers. We mail this magazine to every business in Utah County because we want all the valley’s entrepreneurs reading the articles, becoming familiar with the advertisers, and participating in our contests (this issue we announced the Utah Valley Inventor, UV50 and “Best Ad Campaign” — get your applications ready!).

So if you’re a people person — and let’s face it, we all think we are — we hope you’ll find this issue to be a people pleaser. **Q**