

PROFILE

Spotlight on....

Please describe your business.

Accounts In Black offers consulting, bookkeeping and tax processing for businesses on the Cape and Islands.

What services and products do you provide to customers that sets you apart?

It is our philosophy that excellent and quality service is central to our company's existence. Our clients are treated individually for their own needs and that of their businesses.

When someone comes to us with questions or concerns regarding their business, we schedule a free consultation. This allows them to get to know AIB better and it gives us information about them. It's a great way to spend time with others in our business community, even if they don't become a client.

When a business signs on with us, the next step is to process a full evaluation of that company. This allows AIB to identify strengths and weaknesses within the organization and provide appropriate strategies. From there we offer the plan. Every plan is customized based on the needs evident for each client, outlines the goals and depicts how that business is going to get there, and maximizes the individual's strengths and strategies for overcoming deficits.

How do you market your business?

The basics include print advertising, mailings and postcards, and they all lead to a killer Web site full of information. We have seen the results of name and logo recognition. The feedback is extraordinary.

What professional and community organizations do you belong to?

[My husband and co-owner of AIB] Tony and I are members of the Hyannis Chamber of Commerce and of both Brewster and Hyannis Business Network International, and I am a member of the American Business Woman's Association.



Alana Collucci
Accounts In Black

JULIA CUMES

Is networking important for your business?

Networking has been powerful stuff for our business. When I have an opportunity to share something about my business, the passion for what I do, problems I have solved, companies that have realized explosive growth with AIB on their team, the excitement comes through in those conversations. You can't get that with advertising alone.

When we were planning our marketing efforts earlier this year, we gave just as much thought to our involvement regarding chambers, BNI chapters and other associations. Our choices and commitment to the various organizations has paid off substantially. We have tripled our client base since February 2005 and attribute the majority of that growth to networking.

What does it take to be a small business owner on the Cape?

A love for the Cape with all of its wonders and flaws. True belief in yourself and the offerings of your business. Understand that the Cape is an entirely different animal, both economically and socially, and know how to use these differences to benefit your company.

What advice do you have for other women trying to be successful businesspeople and entrepreneurs here?

Dream big! Then, plan and prepare.

Also, don't try - just do it. Too often we mull ideas, plans or dreams for too long and then that window of opportunity passes.

Make the time to build a solid network including mentors, educators and associates that can help your business and to whom you can refer business. ■

WOMAN ENTREPRENEUR OF THE YEAR NOMINATIONS

Cape Business and the American Business Women's Association have joined forces to sponsor the Woman Entrepreneur of the Year award. We will profile the nominees in our pages, and in June a panel of judges will select the Woman Entrepreneur of the Year.

Judging will be based on the following criteria, as determined by the ABWA Cape Cod chapter: promotion of professional endeavors through education and community participation; support for workplace and community advancement; support for professional development through networking; demonstration of leadership and community partici-

pation; and demonstration of the ability and willingness to help others.

We encourage you to nominate candidates for the Woman Entrepreneur of the Year award by submitting them to joy@capebusiness.net. Please include the nominee's name, business, accomplishments and contributions to the Cape Cod community, as well as your name and contact information.

For more information on the ABWA and its mission, or on the Woman Entrepreneur of the Year award, visit www.abwacapecod.org. ■