

FYI... insights from small business owners

JACQUELINE HALEY OCEAN2OCEAN TRAVELS

Located in Gastonia, Ocean2Ocean Travels is a full-service travel agency specializing in cruises. When her business was severely impacted by the pandemic, Jackie demonstrated resiliency by concentrating on things she could control – namely maintaining relationships with her clients.

Despite the challenges of the past year, Jackie and her husband Rick remain optimistic about the future of cruising and are grateful to once again be able to offer their clients a variety of guided tour packages to domestic and international destinations.

Q1

WHAT IS THE BEST BUSINESS FEEDBACK YOU HAVE RECEIVED?

Never give up! Keep pushing forward in the hard times and celebrate your successes during the good times. Make your success celebrations so sweet that you push through those difficult times to experience that feeling again!

Q2

WHAT BUSINESSPERSON DO YOU MOST ADMIRE AND WHY?

Richard Branson. He tapped into uncharted territory with adult only cruising. There is definitely a market for this. I look forward to experiencing this type of cruising as everything he does is first class!

Q3

WHAT DO YOU CONSIDER YOUR BIGGEST ACHIEVEMENT?

Raising four successful children! They are all adults now with families of their own and I take pride in the fact that they are good people with good values and successful professional careers.

Q4

IF YOU HAD UNLIMITED RESOURCES, WHAT CHANGES WOULD YOU MAKE TO YOUR BUSINESS?

I would advertise more. I would tell the world how amazing travel can be and give examples to entice people to travel.

Q5

WHAT ADVICE WOULD YOU GIVE SOMEONE THINKING OF STARTING A BUSINESS?

Plan, Plan and plan again! Develop a realistic Business Plan and don't assume that you will make any money at all for the first year. Once you are established, grow your business at a pace that works for you. What someone else does, may not be right for you. Blaze your own path, do your research, be prepared and make a plan!

LOVE



SMALL
BUSINESS