

What inspired you to join the EO NJ community?

I was looking to find the organization that attracts leading entrepreneurs in their industries. I wanted to find a place that could build my skills to become a top leader. I am a part of other leadership organizations, but was looking for the variety of male and female perspectives that I would find in an organization like EO.

What's your biggest lesson learned as an entrepreneur so far?

Perseverance and reinventing yourself. Every time I was faced with a challenge, I faced it. There is no back door for entrepreneurs; we are moving forward. Our perseverance keeps us motivated because we know we are not going to live in this challenge forever. Our next step is just in front of us and we can taste it. It's the perseverance that helps us get to the next level.

Each challenge changes you for the better. Every challenge brings you a new skill or a new technique to live through the next one. It brings new people and resources into your life. I take something I love from each of those new people I like and the resources I've used and make it apart of who I am going forward. I reinvent myself every time I grow.

What are your core values as an entrepreneur and how do they help drive you?

Vision. The core vision is "this isn't enough, there is more." I've never met an entrepreneur who was not striving for something better. Sometimes your vision will be crystal clear. You will have direction and the grit to get there because it is so clear to you where you are going. Other times your vision will be blurry, and other leaders or circumstances help you define your vision in more detail. Its always good to find those resources who are going to help you along different points of your journey.

What is your business and what makes it successful?

GEMCO is the tumble blending and drying authority for powder bulk. Powders are in multiple industries and need to be processed. When these processes involve mixing, coating, or drying, GEMCO units will provide these industries with even and uniform blends. This provides our customer with a higher quality product at lower cost.

GEMCO's 101 years of experience and knowledge in process has elevated us among our competition as the Authority for blending powders. Process engineers, quality directors, technicians all seek our expertise on how to properly mix their ingredients. "Shaking and stirring" is actually a science! We help our customers bring the science of mixing to their

production lines for continuous, repeatable results. We have a 10,000 square foot Technical Center for our customers to 'test drive' these tumble blenders and dryers. We provide not only feasibility testing, but also, process development and optimization, and even contract manufacturing.

GEMCO has been successful because we never strayed from our core competency. We have always vertically diversified to capture the market but haven't expanded so thinly as our competitors have horizontally. Our core competency is tumble blending and vacuum tumble drying. So we do not build other powder processing equipment such as screeners, conveyors, mills, or sifters. We have, however, looked for ways to provide all target markets with blenders. We sell top of the line blenders and dryers to those who can afford it, we offer leasing programs to those that need to finance it, we provide services and retrofits to those who opt for used GEMCO blenders, and lastly we provide contract services, facilities, labor, and machines, to those customers who don't have enough men money and materials. Our vertical stretch keeps our roots deep and our focus on our expertise--tumble blending and vacuum tumble drying.

What would people be surprised to learn about your industry?

How many of the everyday items they use that had raw materials that were made in a GEMCO blender!! Here are some examples:

- Tea
- Snack mix
- Pharmaceutical pills and capsules
- Vitamins
- Cosmetics
- Sun tan lotions
- The dash boards of your car
- Drink mixes
- Batteries
- Razor blade film coatings so you don't cut yourself
- Hip and Shoulder Joints
- Film/Tape for Electrical Circuit boards
- Fire Extinguishing Media
- High tech colors and toners

So if you have ever used any of these, thank a GEMCO!

What's the best tip you can offer when it comes to perfecting your personal brand?

Energy. Energy is how we communicate. Your body language and your passion come through to people even before you open your mouth. When people feel your energy and excitement for what you are doing, they will follow you even before you tell them what you are doing.

Is there anything of a personal nature you would like to share to help other EO NJ members get to know you better?

I'm ready to learn and make some friends. I want your advice and thoughts. I want to grow my business to the next level, but am also looking to grow personally. I love meeting people and hearing their stories and experiences. I'm looking for friends who get where I am coming from, professionally speaking, and have the same challenges. I am walking into EO for the whole package, not just for help in my business.