

To learn more or to request coaching call 828-253-2834, ext 10 or e-mail info@mountainbizworks.org

Business Coaches at Mountain BizWorks are all local, successful business owners with unique areas of experience and expertise.

Ricardo Bello | *(Spanish/English) Sales, event planning, retail*



Ricardo has 12 years of experience working with small businesses and nonprofits in Western NC. A native of Guerrero, Mexico, Ricardo grew up learning how to run a business and deal with customers and suppliers in the grocery store owned by his parents. Ricardo graduated with a degree in Hotel Management from Universidad Tecnológica de Petatlán Guerrero. He currently owns Fusion Latino Marketing Solutions, a marketing and events business which helps to promote business within the Latino and Anglo communities.

Ricardo Bello cuenta con 12 años de experiencia trabajando con negociantes y organizaciones sin fines de lucro del área de Western North Carolina. Originario de Guerrero, México se desarrolló en el ambiente empresarial desde muy temprana edad, ya que su padres fueron dueños de una tienda de abarrotes por más de 15 años. Esto le dio la oportunidad de conocer las bases de un negocio, de tener un contacto directo con proveedores y clientes. Se graduó como Técnico en Administración de Empresas Hoteleras en la Universidad Tecnológica de Petatlán Guerrero. Es dueño de Fusion negocio de mercadotecnia y eventos que ayuda a promover negocios dentro la comunidad latina y anglo.

John Bonham | *Ag-business, financial management*



John Bonham is a business consultant with 17 years of experience in finance and economic analysis. In recent years he has provided strategic planning support to small businesses and agricultural development projects. He has also taught economics classes at AB Tech and been a reviewer for the USDA Value Added Producer Grant program. John has a master's degree in agricultural and applied economics from Virginia Tech. His specialty is using financial analysis to assess performance and evaluate critical decisions.

Dave Bluth | *Retail, wholesale, real estate*



Dave has consulted with businesses ranging from initial start-up planning to advanced business strategies. He has extensive experience in retail, green business, and fitness facilities. Dave has developed and run his own yoga and healing center with retail components, and currently runs a real estate investment company and small business planning organization. He specializes in real estate procurement & analysis; sales & marketing development; and cash flow management. He has an MBA from Western Carolina University.

Adriana Chavela | *(Spanish/English) Grassroots marketing, social media, start-ups*



For more than a decade, Adriana has helped to connect local nonprofits and businesses to the Latino community. Her work focuses on marketing and strategic outreach.

Durante más de una década, Adriana ha ayudado a conectar organizaciones sin fines lucrativos y negocios con la comunidad Latina local. Su trabajo se enfoca en estrategia para la mercadotecnia.

Jensen Gelfond | *Technology, Productivity, Information Management*



Jensen Gelfond is the owner of Asheville Digital Lifestyle, an Information Technology firm that provides on-site help, setup, and teaching for technology and people of all kinds. Jensen specializes in helping entrepreneurs and small businesses use their technology more effectively and joyfully. He also provides productivity training to help busy people manage their email inboxes and be more productive by going paperless with a digital filing system.

Glenn Geffcken | *Sales, event production, strategy, personnel development*



Glenn is an accomplished executive with a background in sales, large-scale event production, publishing, and sustainability. Strengths include strategy, business development, sales coaching, finance, work-flow systems, and personnel development. Glenn is the founding partner of Balanced Is, a consulting firm that helps companies evolve their culture, and author of Shift: Indigenous Principles for Corporate Change, which is about an integration of universal principles of indigenous society into business as a force of positive culture shift.

Helaine Greene | *Planning, product development, marketing, retail*



Helaine has over 30 years' experience as an entrepreneur. Helaine co-owned Candle Station Ltd., a local manufacturing and retail business that employed 50 people and currently co-owns and manages Riverview Station, a 110,000 sq. ft. building in the River Arts District leasing studios to artists and entrepreneurs. Helaine brings expertise in cash management, projections and planning,

Barry Gupton | *(Spanish/English) Construction management, financial analysis, agriculture, QuickBooks*



Barry has 10+ years of experience in construction management with a family owned and operated business that has adapted and grown over multiple decades and generations. He lived and worked full-time in Spain as a volunteer service missionary for his religious organization, which not only enables him to speak Spanish fluently, but gives him a distinct ability to assist others in reaching their goals. He graduated with an MBA from Western Carolina University and also has experience in property management, mortgage lending and eco-agriculture.

Barry tiene más que 10 años de experiencia en administración empresarial de construcción en un negocio familiar que ha cambiado y crecido por varios años y generaciones. El vivía y trabajaba en España por 2 años como un misionero para su iglesia, esa experiencia no solo le da la capacidad de hablar el idioma española, pero una habilidad a ayudar a otros alcanzar sus sueños y metas. Él se graduó de La Universidad de Western Carolina con una Maestría en Administración de Empresas y también tiene experiencia con administración de propiedades, prestar hipotecas y la agricultura.

Ellen Haynes | *QuickBooks, bookkeeping*



An Asheville native, Ellen brings 10 years of QuickBooks and bookkeeping expertise as well as enthusiasm to our team. Ellen helps you see the big picture of your business by minding the little details.

JB Media Group | *Internet marketing, online advertising, content development*



JB Media Group is a full-service Internet marketing agency based in Asheville, North Carolina. We specialize in integrating all aspects of Internet marketing including strategy, online advertising, and content development. JB Media Group helps clients achieve greater focus and authenticity in all online communications, build an attractive Internet presence, and ultimately, to establish stronger customer relationships.

Bill Johnson | *Marketing, finance, strategic planning*



Bill has worked various sectors including telecommunication, financial services, general contractors, and small retail. His specialties are strategic planning, marketing strategy, leadership development, conflict resolution, and financial planning. Bill's clients appreciate that he is a good listener and cares deeply about their success.

Jeff Pennypacker | *Leadership development, exit strategy, creating systems*



Jeff Pennypacker is an entrepreneur, ice sculptor, business coach, and award winning speaker. His unique combination of skills in leadership and relationship strategy have been an asset to businesses locally and across the U.S. Jeff is a teacher at heart with expertise in creating business systems for success, leadership development, exit strategy, and goal setting.

Annie Price | *Food and agriculture, wellness, social enterprise, arts and crafts*



Annie Price has worked as a trainer, consultant, and coach for small businesses and nonprofits for 15+ years. While she enjoys maintaining a broad client base, she has particular skills and interest within the sectors of food and agriculture, wellness, social enterprise, and arts and crafts. She brings a global perspective to her client work from her extensive international experience and background in Cultural Anthropology.

Anna Raddatz | *Marketing strategy, writing, telling the story*



Anna Raddatz is a freelance writer and communications strategist with a decade of professional writing experience and a deep, personal connection to entrepreneurialism. She specializes in helping small businesses to shape and share their stories through copy and content for both web-based and print media. Anna also writes articles about small business for local and national publications.

Jane Renfroe | *Start-ups, arts business, agricultural business, marketing, finance*



As a seasoned business developer, consultant, and facilitator, since 2001 Jane has served more than 400 clients representing over 125 types of business. She has a special interest in arts, agriculture, wellness, microenterprise and start-up businesses. Jane is also a Professor of Art at Mars Hill College, a craft artist, and an entrepreneur. Her specialty is inspiring client confidence through critical and creative thinking.

Jodi Rhoden | *Start-ups, food and beverage, marketing and communications*



Jodi is the owner and founder of Short Street Cakes, an all-natural, Southern-style specialty cake business in Asheville. Started as a home kitchen operation, Short Street now employs nine bakers and provides rental kitchen space for other local food businesses. Jodi is an author and teacher on the subjects of Southern food and culture. With experience in the community food security movement, she also brings a unique social justice perspective to her work with small-scale food entrepreneurs. Jodi specializes in social media and authentic marketing.

Richard Smith | *Manufacturing & service industry "hands on" financial guy*



Richard is a seasoned pro who can convey complex concepts in simple terms as a businessman, not as a "bean counter." With 13 years experience with large firms (Swift/ConAgra, Nabisco, Kraft, BASF) and 25 years with small companies, many as a consultant or part owner/operator — struggling to make payroll ☹️ — Richard enjoys working with clients on strategic planning, projections, financial analysis, cash flow, job costing, taxes, and fund raising. Richard holds a BA from Johns Hopkins University and an MBA from the University of Chicago. He is a former CFO and Certified Management Accountant (CMA), and has served on several boards.

Russ Towers | *Real estate, retail, consignment, outdoor industry*



Russ has 25 years of commercial and investment real estate experience, including assisting dozens of Asheville clients to secure locations for their businesses. He is the founder and a co-owner of Second Gear, a consignment shop — with 2 locations — that specializes in outdoor gear, clothing and accessories. Russ is a graduate of Leadership Asheville and has served on the boards of the Mountain Sports Festival, West Asheville Business Association and the Haywood Road Market co-op.

John Woods | *Marketing, sales, retail, restaurants*



John has 25 years of marketing and sales management experience in packaged goods corporations such as Ralston-Purina, Cadbury-Schweppes, Block Drug and Carnation. He also brings 20 years of small business consulting experience, mostly in the area of strategic planning and training/teaching. This is overlaid with a private practice psychotherapy specializing in mid-life issues including career planning. John's areas of specialty include new business start up assessment and execution, strategic planning, marketing planning, and sales planning/training.