



T H E L I S T LARGEST VENTURE CAPITAL FIRMS IN MASS. 22

LESSONS LEARNED

How did the year's first blizzard affect your business?



JACK DOHERTY
COLLEGE HYPE

Due to the storm, we closed our facility on Tuesday. We had planned an in-house meeting to discuss some product lines we are about to launch. Fortunately, because we did not lose power in the region, our key team members were able to stay in touch by phone and email.



PETER RACICOT
FALLON AMBULANCE SERVICE

We deployed additional ambulances at strategic locations throughout the region, including along the coast and at several hospitals. We staged supervisors in each of the municipalities we serve to assist with EMS responses, and overall management of resources in the area.



KONRAD MARTIN
TECH ADVISORS

We provide outsourced IT; when we learned of the approaching blizzard, we reached out to our clients via Constant Contact with preventive tips on minimizing potential networks damage from power outages. We expanded our Help Desk hours ... and provided a lot more service the day after the storm.

FUTURE LESSON LEARNED: What business lessons can you learn from the Super Bowl?

Send your 25-30 word answer to gwalshbizjournals.com. Be sure to include a high-resolution headshot.