

The Free Lance-Star

The Deal – Highlighting Local Businesses

Go Green Messaging

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DESCRIBE YOUR BUSINESS: We consult small businesses on eco-friendly marketing strategies and how to develop a "greener" office. We provide voice, text and e-mail message marketing; Web-site design and maintenance; paperless fax solutions; and marketing services for small businesses that don't have the budget for a full-time marketer. Our services provide lead generation reporting, which is inherent to business development.



-CHRISTOPHER WEHLING/THE FREE LANCE-STAR

EDUCATION: We're both high school graduates. Curtis joined the Army right out of high school and I earned paralegal certification in 1989. Of course, life itself is an education, and we've learned a lot!

FAMILY: We're married with two great children, Brian, 18, and Zachary, 16. Both are football players for Mountain View High School. We also have three dogs and a cat.

CAREER HISTORY: Julie: I was a paralegal and law office administrator for over 12 years and in May 2003 joined Curtis at our company, JCJ Communications Inc., Go Green Messaging's parent company.

Curtis: I was a Communications Specialist in the Army followed by print and production management jobs for associations and commercial printing companies. I developed JCJ Communications in 2001 as an integrated marketing solution company.

FIRST JOB: Julie: I was a clerk at a drug store throughout high school.

Curtis: I worked at my parents' gift shop, The Galloping Goose, in Durango, Colo.

WORST JOB: Julie: Actually, none, I've been very, very fortunate.

Curtis: When I had to clean up frozen horse manure out of a barn, with a pick.

WHERE DID YOU GROW UP? Julie: Northern Virginia

Curtis: Bayfield, Colo.

HOW DID YOU END UP OWNING YOUR OWN BUSINESS? A twist of fate and a lot of luck. Owning a business is something we always wanted to do since we both come from families of entrepreneurs. When the opportunity presented itself, we went for it.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB NOW? The ability to meet and work with people around the country

WHAT MOTIVATES YOU? Julie: The desire to help people achieve greater success with their businesses and to help the environment at the local level.

Curtis: To see the spark in a client's eye when I describe a service he or she finds interesting.

WHAT IS THE KEY TO RUNNING A SUCCESSFUL BUSINESS? A willingness to put in the hours, a strong work ethic, and the best customer service to clients.

WHAT'S THE BEST THING ABOUT THE BUSINESS CLIMATE HERE? The Stafford and Fredericksburg areas are growing at a tremendous rate, and it's great to be part of it. The opportunities for new businesses are outstanding.

WHAT'S THE WORST? The only thing negative right now is the nation's economy woes, and that didn't start in this area.

WHO IS THE MOST INSPIRATIONAL BUSINESS LEADER YOU KNOW? WHY? Julie: My mother, Yolande Frost. She owned and operated a successful art gallery in Springfield, for over 20 years while raising nine children. Her dedication, perseverance and knowledge of craft are skills I admire and strive to follow in my business practices.

Curtis: Every small-business owner I meet who puts in 12-plus-hour days to make his or her business successful.

WHAT DO YOU DO FOR FUN? We like boating with friends, Redskins football games with the boys, and watching our three Rhodesian Ridgebacks play together.

WHAT'S THE BEST BUSINESS LESSON YOU'VE LEARNED? When one door closes, another one opens.

WHAT ADVICE WOULD YOU GIVE OTHERS TRYING TO START A BUSINESS? Take the risk but always be prepared for whatever may come, and anticipate change. And definitely have a sense of humor.

WHAT ARE YOUR CAREER GOALS? To have a successful business, of course, and to help others understand the impact they have on the local environment and how easy it is to do something about it.

ON THE NET: [gogreenmessaging .com](http://gogreenmessaging.com)

--As told to Pamela Gould