

Wellons Communications

Will Wellons didn't start out as a small business owner. He'd distinguished himself as a newspaper journalist, then as an advertising and public relations executive for a prominent Orlando agency. Somewhere along the line, however, he got the entrepreneurial bug and decided to launch his own communications firm; Wellons Communications.



WILL WELONS

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Wellons Communications is a 13-year-old marketing and social media firm, specializing in public relations. "We're here to help you tell your story," Will Wellons states proudly. "Our vision is that every business, no matter the size, needs great communications. We are committed to making that happen, and have done it for startups all the way to international corporations. That mix allows us to do some very, very unique things for our clients, including keeping our rates reasonable."

As much success as Wellons Communications has had, it wasn't always easy. It's a big jump from agency executive to business owner. "There's an old saying: You don't know what you don't know," recalls Wellons. "While I know my stuff on the PR and marketing fronts, and had a strong management background, nothing prepares you for running your own business, putting your own money in the game, and making the final decisions."

"So I listened when another small business owner raved about the Florida SBDC at the University of Central Florida (FSBDC at UCF), how good their services are and the wide variety of assistance available to someone like me who was looking to build my business, and take it to the next level."

Wellons took advantage of a variety of the services offered by the FSBDC, including its expert, no-cost business consulting; seminars and workshops; and special programs for second stage companies. "Our business has thrived thanks to the FSBDC," says Wellons. "The consulting has been extremely important; it brought focus, and a new and different look at our business with ways to improve and do things better. The seminars and workshops are outstanding; they're bite-size energy pills of information that refresh and then add to what we know. And their special programs like CEO XChange and the Advisory Board Council, whether in my role as a client or a volunteer advisor, give you the chance to benefit from the expertise and different perspectives of other small business owners and professionals."

"Owning a business is difficult," Wellons remarked. "And there are always ups and downs. Thanks to the consistency of the FSBDC and their help putting a foundation of processes and procedures in place, we've been able to weather the bad times and now are moving ahead with very strong growth, seeing a 25% increase in revenues in just the last 12 months."

"If I had to use one word to describe the FSBDC, it would be 'Outstanding,'" concluded Wellons. "The business impact from their assistance is probably immeasurable. They are always there for you and ready to help propel the growth of your business. Every small business owner should take advantage of what they have to offer."

Providing the tools, strategies, and expertise to help Florida's business community thrive.

State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]

The Florida SBDC at UCF is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Defense Logistics Agency, State of Florida, and other private and public partners, with the University of West Florida serving as the network's lead host institution. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for limited English proficient individuals.

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