

Welcome to Right Here in Mass. We're a weekly podcast that features individuals throughout the Bay State who are on our radar and should be on yours. From the Berkshires to Boston, Cape Cod and the Islands, tune in to learn about who you should know Right Here in Mass.

Thanks for tuning in Right Here in Mass listeners. Joining us today is Jeff DeSocio, an accomplished information technology and marketing executive With over 25 years of technology experience from startups to fortune 500 companies. As an entrepreneur, avid connector and marketer, Jeff is the founder of mass professional networking and managing director of technology and an executive search firm and the owner of AIMC business solutions.

Jeff, welcome to the show. Thank you, Ashley. How are you doing today? I'm good. How about yourself? Awesome. Awesome. It's fall time, right? The leaves are starting to change here in New England. Yes, I'm looking forward to it. And I'm also looking forward to having you as a guest today. So why don't you start off by sharing with our listeners more about yourself and the many things that you do.

Yeah, I do a lot. Um, would they say Jack of all trades, master or none? I don't know if I want to call that, but so I'm a, you know, I'm a Northeastern university graduate. You know, I grew up in the Providence, Rhode Island area, and I went up, went to the big city of Boston for college. And I pretty much have not left.

I got a computer engineering degree at Northeastern. And from that had a probably a 30 year career in technology management. Um, and then, you know, what ended up happening, I would say almost three fourths of the way to the career is I discovered professional networking and small business. Um, I got this message from my alma mater, Northeastern, about a business networking event.

I was like, I'm a technology guy, so I was like, networking? Does that mean like cables and stuff? Didn't even know what networking was back in, I think it was 2006. So, long story short, I went to the event, uh, met a tremendous amount of positive people, entrepreneurs, corporate executives, and I, I saw that there was another life.

So, fast forward to that, that's how I ended up. Becoming, I would say an entrepreneur and a corporate, um, technology manager at the same time for many, many years, where I was, that's how I started AIMC Business Solutions because of my passion for small businesses, digital marketing. So I'm one of those weird tech guys that actually has a marketing background and a technology background.

And I kind of put it together with the company. Uh, and then under that, under AMC Business Solutions, that's where Mass Professional Networking was born, uh, in 2013. We're going on almost 11 years of running professional networking events in greater Boston, even down in the

Providence area, Worcester. And, uh, the great thing about that is I've built up an incredible network of probably thousands of professionals all across.

And then, you know, we had the pandemic. That expanded internationally because, you know, of course our events became virtual like this. So, um, so it's great. And I love what I'm doing now. And then, you know, fast forward again, I'm using that fast forward a lot, but I'm also a, uh, technical recruiter today. I sort of retired from traditional corporate technology management.

And I'm helping, um, you know, grown hyper growth companies find the great talent that we have out here, especially in the Boston area. Yeah, so it sounds like you're doing a lot. And how do you just juggle it all with the many things that you're doing? I don't sleep. No, actually, seriously, I do sleep. And I'll give you a little secret to my success.

Um, I'm an avid fitness person. I work out five days a week in the morning, early morning. And I'm an advocate of seven hours of sleep. So it's ten to five. So I don't know. And then in between that, there's no naps. Um, I usually I'm, I'm doing, you know, I'm doing my day job and then my night job is, you know, my, my business and also, uh, networking, you know, I go to have my own events and I, of course, attend.

Any event I can that makes sense, you know, I enjoy doing that. Yeah, so we're very similar in that sense. I also start off my mornings with working out. I'm a runner. So that's my favorite thing to do is just get up and run. But I find in that same sense as you that just being able to focus on yourself and move your body each day can really kind of help keep you going and have the right energy and productivity to do all that you do.

Yeah, it's so important today because I mean, it sets the tone. I mean, I know the days I don't work out. I'm a little, I have to do a couple of planks or some jumping jacks, just to kind of get moving. Especially, you know, with the weather getting cooler now, I think it's even more important for everyone out there to, you know, focus on their exercise and fitness and, and their lifestyle and their health.

So that's my secret to success. Yeah, and I've even seen studies that have shown the correlation between moving your body and having like a successful career in that sense. So it's really interesting to read about the direct impact and positive benefits that it can bring. Yes, definitely. And so with your career in both information technology and marketing, how did you know that you even wanted to pursue that path in the first place?

It's interesting how this came about. So I got a computer engineering degree and what that meant, I was supposed to design computers now, you know, I'm an old guy, so I'm talking mid range computers, Linux, Unix, back in the day. Um, and you know, fast forward, it could be, could be your iPhone today. That's computer engineering, right?

You're designing, uh, computing devices, but I was an extrovert and I kind of knew that, and not to say an introvert's a computer guy, an introvert's not, but. I felt I was a and that's why I started doing my networking group and all I'm not I'm an outgoing person So I like the MIS management information system side of tech And that's why I got into management fairly quickly in my career, just because I, I enjoyed mentoring people, interacting, collaborating.

And I was just not, I was not the traditional engineer that I'll just be by myself. Let me go do my work in my back room. And I, and then, you know, I started getting into marketing. I think going to those networking events, I've met a lot of marketing professionals and I, I really felt. It was almost like my side career, you know, some people that are accountants and then they, you know, they, they dance real estate, you know, they have different careers and I just saw, I wanted to diversify my professional, uh, portfolio per se.

Um, and I, I feel that's so important today not to be kind of a one person train per se is, is to have the adaptability to do different things. Because as you know, with the economy change, the way it is today, and a lot of things I supported 20 years ago, you would laugh at today. And that's the thing. You always have to adapt to what's going on in the world.

And that's why I got into marketing. I just felt it was me. And I take the testament of my dad. He was in sales. And I kind of, I got his personality and I, I, I think I wanted to take advantage of that. Yeah. And I think that's a great point that you bring up about just being able to have a well rounded skill set to bring to the table, whether you're working for a company or whether you're a business owner.

I think being able to have experience in different fields can really do so much for your career. Yeah, it does. It has helped. And that's where I would... You know, kind of came from my recruiting career today is my network, my background as, as a hiring manager and also. My willingness to help others.

Absolutely. And I personally feel this way, and it sounds like you might feel this way as well, but for me, I'm multi passionate, so I can't imagine just doing only one thing every day for the rest of my life. I have so many things that I'm interested in and things that excite me, and so... That's a great benefit, too, of having both information technology and marketing for yourself is that you have multiple interests and also networking.

You have all these different interests that you're able to tie together and kind of like flex that interest muscle to really ensure that everything that you care about is something that you're prioritizing and finding time for. Definitely. 24 hours in a day, right? So, how do you use it? I know, that reminds me of one of my favorite quotes, which is you have the same amount of hours in the day as Beyonce, or you can insert that with whatever your favorite inspirational celebrity is.

That's, that's a, you bring up a great point, you know, a lot of people say, oh, how do they have time, how does Taylor Swift or Beyonce have the time of the day, but they, they probably have a strict schedule of their day. And the whole idea at the end of the day is, okay, what are the top five things I accomplished today?

You know, you write that down as you're working out, probably if you're running, like, I have to do these five things today, you know, the day's not over until you get those done. And if you structure your day that way, that's how you become successful in what you do. Yeah, and you nailed it. I mean, that's how I feel like I've been able to do a lot as well and have more productivity is really leveraging every open minute that I have available and making sure you're kind of taking advantage of your schedule that way and optimizing it so that way Everything is kind of used towards doing all the things that you have to do, and I imagine with yourself especially having a few businesses and having a full time job that it's crucial for you as well to be able to just pencil everything and make sure it gets done.

Yeah, definitely. And so you mentioned a little bit of this already, but I'd love if we could take a deeper dive into what made you want to start AIMC Business Solutions and what that process was like of just becoming a business owner. So, you know, I, the writing was on the wall. Um, when I was at my tail end, I was, I worked for a large retailer, I was the director of IT.

And I just felt like a lot of, probably a lot of entrepreneurs out there feel, I felt that lack of. I don't know, passion and I don't know, no offense to my old boss there. You're awesome there, but I just felt like I wanted to do more and. I don't want to sound like a cliché, but you know, financial independence or finance, you know, you have the ability to control your financial destiny.

And that's where entrepreneurs came in. And I thought, you know, I need to do something. I need to have another source of income coming in. Um, just for that reason, just for, you know, diversifying, you know, your income stream as well as, um, you know, doing something different, you know, just in case, you know, things change.

And I was just around entrepreneurs all the time, you know, when you're networking, it's all about the five people you spend the most time with. And, you know, I made friends, so in my early days of networking, I made a lot of great friends that I have friends, that I'm friends with today. Um, they're all entrepreneurs, so I'm always around people that have their own business.

So, Now, AMC Business Solutions, you know, it's, it's a marketing company. It's digital marketing. I did a lot of my IT consulting under that umbrella and also my network and my networking business is all under there. So I, it just grew over time. It's interesting how it has, you know, over the years, I'm going on 16 years that I've had the business.

And, uh, I think the networking part's become the most exciting part because, you know, we've run some great events in the greater Boston area and, uh, attendance has been awesome this year. I

don't know if it's because of the economy or maybe we're getting the word out a little bit, but it's, and it's just very exciting to help others.

You see that shy person in the room, you're going up to them. And by the end of the night, they're like the most rockstar network they're out there and they're meeting everybody. And that warms my heart. That warms my heart to see somebody go from, you know, really shy, introverted to being like, Jeff, can I stop my own networking group?

Yeah. I love that. Yeah. So that's, that's my long winded answer. Why, uh, I, I got into entrepreneur, you know, just because you, you, it's more about. Driving, driving your sports car where you want a sports car to go versus having somebody else do it for you. Yeah. I mean, you made a lot of great points there with one of them being that when you become an entrepreneur, you do get more control over your financial independence.

And I remember that was something that I kind of felt when I was debating on starting my business, where I was kind of like, I could put. Like, why would I put in all this effort to build someone else's dream when I could, when I could put in just as much effort, if probably not more effort, into building my own dream and then therefore having a bigger impact and having the opportunity to bring in more money and do something that excites me.

And so, you really nailed it with that. Point that you brought up is that you can do a lot more for yourself and have more control of your own destiny when you work for yourself in that aspect. Yes. Without a doubt. And one last thought there, you know, owning your own business is hard. And I want to make sure everyone knows that it's a lot of work.

And there's a lot of, they show like this picture of an iceberg and everybody sees all the great stuff at the top. Uh, there's ups and downs, you know, you lose deals, you gain deals, you have a bad day, have a bad day, hit the gym, get your mindset back into the positive side. But it's, it's, it's hard. Yeah.

It's not for every, it's not for everybody. Uh, so just, you know, perseverance is always the word, right? Yeah, great reminder, especially because I feel like a lot of social media content shows a lot of the glamorous sides of entrepreneurship, where it's like the stereotypical laptop on a beach and all of that stuff, but it doesn't always show the nitty gritty and the sweat and the tears that go into entrepreneurship.

So that's a really great reminder is that it's a lot of work and you have to have skin in the game for sure. And so with your, um, company, AIMC Business Solutions, do you find that it works for your clients? That you're kind of typically working in those off hours? Like, have you ever had anyone kind of give you pause about that?

Cause I feel like prior to the pandemic, a lot of people were like, you have to work strictly in the nine to five timeframe, but now everything is so flexible where it's like, as long as you get the work done, who cares when you get it done? Like, have you kind of noticed that at all with any of your clients?

Not really, because some of my clients, a lot of my clients are, you know, restaurants and they're legal officers and, you know, they're, they're working during the day, so they actually appreciate almost meeting at like 5, 6 o'clock. Oh, nice. Because of their website. But, you know, we're, I'm going to be honest with you, like today we're, we're a much more flexible 9

to 5 office. You could fit in a meeting here and there. Um, you know, in between the day, I mean, I, I, I need to change my day all day. Like my day job, I I'm sometimes working on my day job at nine o'clock at night. So it's not, it's not nine to five that I'm working on my, my, my recruiting. I'm working on my recruiting stuff 24 by 7, to be honest with you.

So I almost have to change everything into a bowl of spaghetti, right? It's all, it's all happening over the course of the day. Yeah. And I think it's nice to have that very fluid work schedule, it sounds like, where it's kind of very intersected and based on what the needs are for one job versus one of your businesses, being able to kind of balance it out that way.

And it sounds like it really works for you. We're fine. Still here, so. And so with everything that you do, I mean, I know that you have the great routine of working out and making sure you get at least seven hours of sleep a night, but how do you make sure that you do have time for yourself and kind of do ensure that you are focusing on, um, what I call like filling up your cup and making sure that you have the energy that you need to continue to be at your best self?

So, I mean, also one thing I always stress and, uh, my wife, my wife, my wife, Heather, you know, we're together for 23 years. We always make it a point of going on a date on a Saturday night, whether it's together or with another couple. We always do something fun. Like this week, we did the Mohawk Trail. We drove all the way out there.

You should check it out. I know you're down South there, but. We have the other side, but I, you always have to have time for your friends. I always make, make a point to that, and especially the way things are today with the world. I mean, we all got to be together and, and show support for each other in, in, in these times.

So we always make a point to make time for friends on weekends. Yeah, I think that's a, that's a great idea. Yeah, so you just want to get that, you know, don't get too busy that you're, you know, you're working. all the time. You always want to do other things, like whatever you like to do. Fit it in there.

It's 168 hours in a week, so there's time. Absolutely. And I know I feel this way, so I can imagine that you probably feel in a similar fashion, but I find that when I step away from my work and do something completely unrelated, that's when I get my good ideas. It's like when I give my brain the opportunity and the time to just sit back and relax and do something besides working, that's when things will come to me and I'm like, oh, that's a really great idea, compared to if I'm sitting here thinking, trying to brainstorm, what have you.

It might not necessarily come to me right away, but it's like taking those breaks and taking a step back is what will really help you to recharge and refocus and help to get some great inspiration moving forward. That's an awesome point. You see my little, my, uh, I don't know if you can see this, my little, um, trip, uh, Fitbit, right?

My goal is 10,000 steps a day. Yeah. So that's my time. Like if I, even during lunch, I do work remotely. So go out, do a walk, start getting your brain charging. Cause again, going back to exercise, how exercise really exercise, well, no pun intended, but it exercises your brain. It's so important to move your bodies and start thinking of ideas.

You come back a better person. You come back and you're ready for action. Absolutely. Good points. Yeah. And so, shifting gears a little bit to focus more on mass professional networking since that is a huge thing that I think you said you've been doing since 2013, is that right? Yes. Yeah, so a decade, which is very exciting.

Um, one question that I had for you, because one of the things that I've seen that I was really impressed by is that, with all the photos and stuff I've seen from your events, that it looks like you always have different attendees, which I am always very impressed when networking groups have that because I think one thing that can be difficult is when you join a networking group and it's just the same people every month or however often those meetings are, those events are, and it's kind of like Almost feels like you've exhausted your connections at that point because you're not meeting new faces.

And so that's, I think, a huge benefit of the work that you do and the events that you pull together is that there's always new faces there. And so could you talk more about the work that you've personally done in order to help make that happen and almost recruit more people into the space? So it's all about referral based marketing.

So what happens is we have attendees and we do. It's interesting, especially in the past year or two. Especially since the pandemic, we always have about 50%, 50 percent of the attendees are new attendees every, every time, every, every time. And it's a combination of social media, marketing, promotion, and getting to the right people, the right groups, um, and also having a one to one relationship with the regular attendees to bring your friends.

Right. You know, and to, and to promote the group. So that way, and not to shift gears a little bit, but you know, with LinkedIn, I always talk about LinkedIn and the same people you see every day. They may be your first level of connections, but the most important person is not to say they're not important is the second level.

Who do they know? So if you have that type of referral approach, you know, whether it's your business or a networking events. They tell people about their Amask professional network and they tell their friends, you need to go to this event. And also now we have others that attend the events. And it's, it's nice because, you know, not to talk core networking like techniques, but we always stress, be there to help others and also be a referral person.

Um, and then if you do that, eventually you're, you'll get transactions from it, you know, cause you become a somebody that you know, like, and trust. Yeah. Um, but that, it's really, yes, it's a good combo of comp, you know, social media marketing, email marketing, being out there, I do videos on a regular basis, so I'm out there a lot.

Uh, I just probably see, it's weird, sometimes I go down the street and somebody say, I know you from Mass Professional Networking, you know, it'll be some stranger walking in Boston. And my wife goes to me, it's like, Who don't you know, and you know, it's comes down to, you know, just being visible and promoting stuff and being consistent, for sure, consistent every month.

Yeah, and from what I can see, too, it looks like that you've also done collaborations with like minded organizations. I mean, I saw AMA Boston. Shout out to Bob Cargill, who was one of our former guests, who is ridiculously awesome. He's amazing. He is ridiculously awesome. I love Bob. He's amazing. We're doing an event with Bob's AMA, um, coming up October 24th.

Oh, awesome. Huey Huey, Boston. I would say the name of the place wrong. It's HUE Boston. It's actually right next to the pasta Public library. Used to be a Stary, though. Everyone knows a club scene here in Boston. This it was Stary. Now it's Huey. Um, we're gonna be with, um, Amy Boston as well as another, a, another, um, group called Drinks for Good, which they do, uh, benefits for like Home for Little Wander is, or one Mission other groups.

That's awesome. They'll be, they'll be there too. Yeah. And so forming connections like that, like with Bob and AMA Boston and other organizations, I can imagine also brings a lot of traction because I saw photos from the event that you two hosted. Maybe it was a few months ago. And I was like, wow, that's a lot of attendees there.

It was a really good turnout from what it looked like. And that's a great way of being able to bring more people in is just finding those strategic partnerships. Yeah, and that's that you hit the nail on the head there with partnerships, you know, again, when it comes to business growth. Always look for great partnerships because that's how you're going to build your business too.

Absolutely. Just like a networking group, so. Yeah, yeah. And you brought up something that I wanted, earlier that I wanted to talk more about, which is how awesome it is for someone who might be a little bit more shy to attend your events and the next thing you know they're totally out of their shell and feeling confident and wanting to host their own events and things like that, which is remarkable.

And so, um, I would love to hear your advice. For any of our listeners who might feel a little bit introverted or a little bit, uh, worried about attending networking events and how they can just kind of have some tips to go right in and feel confident in doing so with meeting new people. Just remember one thing, everyone there, there are a lot of people at the networking event just as nervous as you are.

Yeah. That's a big thing. And also everyone's there to help each other. It's a much more positive vibe, energy there. Um, if you, you yourself need to go to the event with the intent of helping others. Um, and listening and asking questions, asking questions about not necessarily what you do, but what brings you here, what exciting things you're working on, and then maybe just have a dialogue, you know, even offer advice.

Just think of it. It's just you go in the air. Everyone's there for the same reason if you walk in the room, um, and now that, um, if you're shy, I recommend just go for a walk around the block. Like we talked about, get the exercise, the brain churning. If it's not that cold, we don't want to put there in the middle of a bit of cold Boston winter, but we just go for a walk and just get yourself psyched up and take advantage of the host of the events.

Like in our mass professional network game, and we sometimes have. We call them roving hosts that go around the room and, and help, you know, help, you know, kind of speed other folks to stop, to talk to each other there. Um, another thing is to bring a networking buddy. Because I always say, you know, if you go to a network event, it's like the V approach.

Let's say, Ashley, you and I are talking, we're like this, and we have an opening for a third person to come in and talk to us. Always have that approach when you're at an event. And that kind of breaks away the shyness per se, right? Because it's not. A clicky network event where everyone's like kind of tied together.

Um, so but remember everyone's there for the same reason. You know summarize everyone's there for the same reason always think from that perspective. Yeah, and I think it's also too probably just when going to a networking event like breaking the idea that interrupting someone is rude because that's what we're taught is that when you interrupt someone when they're talking it's rude. And so I think that might be it's why some people might feel intimidated of going up to someone, because they're like, oh, well, they're talking.

I don't want to interrupt their conversation. But exactly like you mentioned, there are other people there who feel exactly like you do, and they're there to also meet people. So never feel, um, worried about going in and just introducing yourself and talking to people, because the more people you meet, the better.

That's right. It's about who you know, not what you know. Yes, absolutely. And yeah, and I feel like too, obviously, practice makes perfect. I mean, when I first started my business, I was extremely introverted. And I'm still introverted in some senses, but I feel like being a business owner really pushes you outside of your comfort zone, and you have to get comfortable with talking to people you don't know and meeting new faces and being able to build those connections because that's what helps to grow.

So kind of like once you get past that hump, then it becomes so much easier. You bring up a great point. When you go into a networking event, talk to five people you don't know. Yeah. And if you're really, really, really shy, bring a friend and talk to five people you don't know. Yeah. You just go there. You meet people and you never know who you're going to meet.

You know, I go, I go to Venture Cafe a lot. I don't know if you've heard about that. Um, Oh, I have. Yeah. It's in CIC Cambridge. I've been going a lot. My number's tricking up. They have a number. It tells you how many times you, how many times you've been to Venture Cafe. And whenever I see somebody has one, two or three, you know, it's like that first, second time, I'll go up to them and just say, Hey, you're number one or whatever, but you know, that's, that's another idea is when you go to more events.

Have like something that would trigger a conversation like that. Always think about that. And that's going to help you, you know, break that ice. And once the ice is broken. It's good. You're gonna, you're gonna, right, because you're gonna feel more and more comfortable and next thing you know, you'll be, you know, the mayor of Boston or wherever.

Yeah, that's smart to have something in mind to say to people because I think that's probably a barrier that people face is just not knowing what to say. And so I think kind of having that predetermined question or topic or conversation to focus on, I think can definitely help a lot. I do, um, I do business networking trainings once in a while as well as LinkedIn and.

And it was a few opening lines as well. I don't know if everyone reads books, but I read a book a month on average. You ask when. That's my last two hours before I go to sleep. But, uh, I, you know, what books have you read? Who's like your, who's your mentor? You know, these are questions you can ask. You don't have to necessarily talk about business at a network event.

You can, you know, what do you do on the side? Like I play guitar too. Not that good. But it's like, you know, what do you, what do you, what do you also do? And that kind of builds that know, like,

and trust that you trust each other. And then, then you'll do business with each other or at least do a referral.

Absolutely. And I feel like people will probably be more likely to remember you if you have a shared interest, where if you, like you said, if you find someone who also plays guitar, then they'll be like, Oh, I'm gonna remember Jeff because we both like playing guitar. And so I think that's nice to build a common ground, ultimately.

And so when people leave networking events, I feel like this is definitely my hangup, and I'm sure many other people can relate to it, but it's like when people leave networking events, how do they maintain those relationships of the individuals that they just met, and is there like a right way to go about it, and then also along with that, I mean with going to so many events, Then you're going to start to eventually get so many connections.

And it's like, how do you keep track of everyone and remember everyone and nurture them all equally? There's so many things to think about. There is, there is. Well, the biggest thing of all is follow up, right? So, when you, when you go to an event, um, now that business cards are sort of passe, a lot of people don't have business cards anymore, what I, I suggest you do when you go to an event is, you know, you have the LinkedIn, have the LinkedIn, um, app on your phone and connect to somebody on LinkedIn right at the event.

You know, you could scan each other's QR code. And you could connect to each other. And then when I leave an event, I'll see, all right, who do I connect to today? I'll send a personalized, I'll take the time to send a personalized message to them. It was great talking about guitars or talk about your real estate business.

Let's see how we can help each other out, you know, in follow up, whether it's. You know, today, I think it's tough, especially Boston traffic, to go meet somebody in the city all the time, but, you know, do a Zoom and see how, build that relationship. And I always like to use events. You know, you have an event, events lead to another event, lead to another event.

You know, a good follow up is, what do you think about going to this other event from this other group next week? We can go, we can network together. And that's a good follow up technique, is to network with the people you met at the original event. And then, because you know they're like networking, and now it'll, you know, if you're with each other at the next event, you're building that trust again with, and you're, you're having the top, you know, small talk about each other's businesses, who they know that can help you, or they can work, you know, directly together.

So. Yeah, that's a great idea. And actually that exact strategy is how I was able to meet. One of my now very good business friends where we met through a chamber and we said to each other, you know what, let's go to this event next week together and we did and then our friendship just kind of blossomed from there and now we're always going to events together.

And so I think it's, that's a really great strategy for people is to kind of, once they meet someone, find ways to continue seeing that person at other events and keep that relationship going. Awesome. Jeff, as we get near the end of this show, one of my favorite questions that I like to ask our guests is what their favorite local businesses are to support.

So I'd love to hear what your favorite places to shop at are. I'm a, I'm totally shop online. So I'm an online shopper, but you know, I live in Framingham. There's a lot of great, diverse, diverse businesses, uh, very diverse city. Uh, you know, I always, I always like to make a point to go to some of the, some of the local mom and pop restaurants, right?

Uh, Framingham does have a reputation of chaining ham. Yes, there are a few chains, but off the top of my head, you know, there's Bella Costa, it's a great Italian restaurant in Framingham. Uh, if you're a beer person, you got to support Jack Abbey's, uh, they, that's, that's, talk about a business that built, that was built from the ground up, uh, in a warehouse in Framingham.

And now they're selling their beer all over the world, all over the country. So that, that's, that was a, that was a super nuts business. I do need to bring up a great friend of mine. His name is James Futo. He started a business called JVF solutions, very similar to AIMC business solutions, but he is a great guy.

Same. He's like a brother from another mother. Uh, we both were in it for many years. He started his own business. He's doing a full time now, and he's based right near the Framingham state area. And, uh, one of the business, it's a real estate business, uh, DNA Realty, uh, the Mascioso brothers, they, uh, they're the, they're the epitome of entrepreneurship, they're, they're, they're rock stars, they're doing videos, they're out there, they're working weekends, and I just want to put, uh, uh, tips to David and Arthur out there for that.

But there's so many businesses, I meet, you know, on average, probably 25 to 50 businesses a week between my networking and just being out there. You know, support your downtowns. I, that's why I always say, go to your, go to the center of your town versus, you know, the strips, malls and all that. Uh, small business owners need your support.

Absolutely. You nailed it. Jeff, this has been such a great episode and I've really enjoyed the opportunity to have you come on and share more about you and all that you do. And now I'd love if you could share with our listeners where they can find you online in case they'd like to get connected to you.

But I do have a blog, it's actually, yeah, I left my name, it's desocialconnector.com. That's my blog, and I, and I, it's the, hey, nobody's going to like sue me for that one, right? It's um, so I, I always post about networking, digital marketing, health and wellness, there, I have articles I do there. Uh, that's, that's a place to find me.

And then I, um, you know, amcbizsolutions.com is my, uh, website for my digital marketing business. But most of all, if you're, especially if you're in the Boston area, look up Mass Professional Networking. Um, we're on LinkedIn and Facebook and we post events on both platforms and we'd love to see you out there.

We. Like, we have, I know it's very quick here, say it's Tuesday, but tomorrow night we're in Worcester at Lock 50, which is in Worcester, and then, um, and then, you know, we'll be in Boston, like I said, Huey, Boston. And I also want to bring up, if you're south of Boston, in the Providence area, my friend Pat Paley and her crews run some amazing events in the Providence area, you need to check them out, she's very well connected in the greater Providence area.

Amazing. I know I did a little bit more about my, my, how to get a hold of me, but I want to also help people. I think networking is the best way. It really is. Absolutely. Well, thank you, Jeff. I will link to all of those places in the show notes, that way our listeners can click through and find out everything that you're doing from there.

But thank you again for coming on today's show. Thank you, Ashley. I appreciate your time today. Thank you.

Thank you for tuning in to this episode of Right Here in Mass. We hope you enjoyed listening to it as much as we enjoyed recording it. Be sure to subscribe, leave a review, follow us on social media, and share our podcast with your network. See you next week!