

# SHIMETZ ENTERPRISES

The Piece You Need  
For Your Business to Succeed



By Jim Brumm

As I sat with Joyce Shimetz in her home and talked about her business, a newspaper, open to the daily crossword puzzle, lay beside her on the table. The puzzle was half-completed; she had set it aside when I arrived, but its presence underscored her passion. You see, Joyce Shimetz is an individual who loves working on puzzles and revels in unraveling problems so that things run smoothly. In short, Joyce is a problem solver.

Joyce grew up in Kansas and Colorado, where she studied business and earned a degree in Business Administration. After college, she decided to move to California “for the weather.” Not knowing where in California she wanted to go, she began asking friends, “If you moved to California, where would you live?” One friend said, “Santa Rosa’s nice,” and that was enough.

Though she didn’t have a job, didn’t know anybody, didn’t have a car and didn’t know where she would stay, Joyce packed up and headed west, her friends driving her and her belongings towards the unknown. Though she was facing seemingly insurmountable odds, even at that young age Joyce was a natural problem solver and risk taker and knew she would find her way.

Upon arriving in Sonoma County and finding a place to stay, Joyce signed up at a temporary employment agency. They sent her on her first assignment to a local company as a contracts administrator. Joyce worked for that organization for seven years. During this time she learned that to reach the next level in the company would require a law degree. She asked, and the company agreed to pay her way to Empire College where she graduated in 1985 with her Juris Doctorate.

From there Joyce worked several jobs over the succeeding years for companies large and small. Through all of these positions one thing rang true: Joyce was proficient at problem solving; she could see the big picture in any situation and help streamline systems, unblock bottlenecks and organize things in a way that enhanced efficiency and productivity. Eventually, realizing that she had amassed a large amount of experience and had a knack for management and organization, she started her own consulting business, Shimetz Enterprises.

Joyce speaks passionately of her work. “I get lots of calls for office organization,” she said. “When the office is out of control, the business owners feel out of control. I love puzzles—business problems *are* puzzles—and I love being able to solve them.” Joyce has even incorporated a puzzle piece into her



Shimetz Enterprises logo, illustrating her love of puzzle solving and its application in her work.

Joyce excels at getting a handle on a business in a short period of time. At times the owner may leave her for several hours alone in their office with the files, sales records and other paperwork. At the end of that time she can see what is working for the business, what is not working for the business and what to do about it.

“I help show my clients the direction they need to go to get where they want to be,” said Joyce. “I help them focus and show them things they may not be able to see themselves. And

in doing this, I become invested in the success of their business. There's a lot that goes into running a business—marketing, sales, taxes, organization, employees—it goes on and on. Often an entrepreneur's skill set is not in the details. That's where I'm a good fit. I can take things all the way down to their base level and put systems in place that make everything run more smoothly. Often," she added, "they'll hire me for one project and then ask me to continue on to handle other things as well."

According to Joyce, most businesses, large and small reach critical tipping points, where the existing systems—billing, marketing, scheduling, employee

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### *Joyce Shimetz*

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management—have been outstripped by company growth or change or simply a lack of experience. "A business owner can stay on top of it to a certain point, but if they're not careful they can become overwhelmed," she said. She shared an example of one client she helped. "This business owner had sixty or seventy bags of paperwork—statements, taxes, billings, invoices—but he didn't know what his receivables were. I not only organized all of his paperwork and set up filing systems, but put processes in place to keep things running smoothly and stay ahead of the paperwork. I know what tax documents businesses need, what to put in place and what not to overlook in the middle of running the business."

Joyce sometimes refers to herself as a temporary manager-for-hire. But



Joyce Shimetz is a proponent of and an expert in using technology to help solve business problems.

perhaps it's best to think of her as a sort of a "transitional strategist" helping companies which are experiencing growing pains or organizational problems. Nearly every business owner has a problem in their business. It can be huge, or small and annoying. Sometimes the paradigm of a business must change in order to get to the next level. With years of experience managing all aspects of running a business, Joyce is an expert in helping this process along; she can find the missing piece of the puzzle that brings all the existing systems together seamlessly.

With natural ability and an intuitive approach to problem solving, Joyce's skills have proven to be the saving measure for many business owners; her work comes entirely from referrals from satisfied clients. She pointed out that if what you need is something she can't provide, she'll find you the right person so you don't have to. She has helped businesses in their hiring processes as well. She has run businesses that do millions of dollars in sales a year, and sole

proprietors struggling to find their way. Whoever she is working with and whatever their problem, she approaches it with honesty, clear vision and a commitment to one thing: her client's success.

"I love seeing the sense of relief on my clients' faces; it's almost like being a therapist. I'm in their homes and their businesses and I'm thankful for the trust they show in me. By letting me be part of their problem, I become part of their solution and that makes it all worthwhile."

When you're ready to take your business to the next level, give Joyce Shimetz a call. She'll find the missing puzzle piece—the *piece you need for your business to succeed*—that will make your business run the way it should, taking care of the details so you can keep your eye on the big picture.

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