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Sonia Sworak

LIFEWORKS

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Coulda' Woulda' Shoulda' Doing Business in a Digital World

By Sonia Sworak

There's small business and then there's
small's business.

Like the Dominican street cart vendor who starts his day at 3:00 a.m. travelling from home to home seven days a week, selling mango, freshly-picked tropical fruits, vegetables, and quipe.

Like the hut cafes scattered along the Bahamian beaches, eking out a living selling fried fish and Kalik; who faithfully rebuild year after year, even in the wake of the most devastating of hurricanes.

And, like the Mexican street peddlers hustling everything from jewelry and knock-offs to locally-woven sandals and hand-crafted leather bags.

I've seen so many of them, and their families, working tirelessly. They may not be candidates for a digital transformation, but they do exemplify the resilient spirit

of a business owner, consumed with pushing forward at all costs, because the stakes are so high that the alternative is unthinkable.

In our small business world, the unthinkable does happen. Think San Francisco Earthquake in 1906. And the Spanish Flu in 1918. And 9/11 in 2001. And SARS in 2003. And Yahoo cyber attack in 2014. And Covid-19 in 2020.

Business as usual is cancelled.

Post 9/11, corporations invested heavily in their disaster recovery systems by accelerating the adoption of digital technology, virtual communication and remote-friendly work environments. Yet to this day, many companies still believe that by updating their websites, upgrading their electronic systems and in-house applications they're in touch with the times. 2020 proved otherwise.

Thankfully, time and time again, small businesses rebound. Our initial gut reaction is to retrofit our existing business model in an attempt to function within the disruption, hoping to "hang in there" until a return to business as usual.

Those already thriving in a digital world, however, are less tolerant of a "wait and see" approach. Their primed response is to ramp up using digital media, delivery platforms and channels to capitalize on the new way of doing business. And to migrate to remote and virtual customer sales and service.

So, how do we go digital? We start with a business plan. A business plan built for a digital world.

And we remind ourselves "that it's never too late ... to catch up ... keep up ... and get ahead".



"Resistance to change is a real deal breaker in the business world. And regret is its counterpart in the digital world". —Sonia Sworak



**Interactive E-Book:
a business case for
business planning
in a digital world**

Available on Amazon.com.

Entertainment Cruises Signs Agreement with Venture Capital Firm

March 05, 2003 10:02 Eastern Standard Time MADEIRA BEACH, Fla (BUSINESS WIRE) Entertainment Cruises International, Inc. (OTC:ENCR) has entered into an agreement with Lighthouse Ventures, LLC, of San Francisco, California, for a minimum \$5.0 million equity funding for its planned Day Cruise Gaming operations. Entertainment Cruises initial operations will begin in Panama City, where a port has been leased and a license to do business has been obtained, effective March 2, 2003. Preparations for the launch of other port locations are in process. Contact: Sonia Sworak

Entertainment Cruises is a Day Cruise Gaming company that relocated its corporate offices from Las Vegas, Nevada to Madeira Beach, Florida in December 2002. In January 2003, the Company announced a change of name from Encounter.com, Inc.



DunnAir Business Jet Completion Center

Investment Overview. By Sonia Sworak. "Economic declines in the aircraft industry left Dale Dunn laid-off with no job prospects, and at the age of 31 looking for his first completion contract as an independent agent. His search was brief. By year-end he was engaged by the Chief of the President of the United States to design the interior of a Boeing 707 later designated Air Force One 27000.

West Coast Realty Trust (WCRT) files Preliminary IPO Form S-11 with SEC

"May 14, 2012 We are a newly-formed real estate investment trust, or REIT, that will specialize in the management and financing of necessarily-based retail properties, including community and neighborhood shopping centers in densely populated, middle and upper income markets in the Western United States. Out two initial properties, to be

WEST COAST REALTY TRUST



acquired with the proceeds from this offering, are shopping centers located in the metropolitan Sacramento, California area. We intend to elect to be taxed and to operate in a manner that will allow us to qualify as a REIT for federal income tax purposes commencing with our taxable year ending December 31, 2012. University Capital Management, Inc., an affiliate of our company, will be our initial

property manager and is expected to manage the properties we require in the future.

This is our initial public offering and no public market currently exists for our common stock. We are offering 2,000,000 shares of our common stock, of which 200,000 shares are expected to be offered to and may be purchased by USA Real Estate Investors Trust, a California business trust which we refer to herein as USA Trust. USA Trust is a publicly reporting REIT and is an affiliate of our company.

We currently expect the initial public offering price of our common stock to

be between \$7.00 and \$8.00 per share. We intend to apply to have our common stock listed on the Nasdaq Capital Market under the Symbol "WCRT."

Proposed Secretary to the Board of Directors: Sonia Sworak

Guest Speaker, Sonia Sworak, "Business Modeling: Business Basics in Government"



The American Association of Motor Vehicle Administrators (AAMVA) and the Department of Transportation announced Ms. Sworak will be speaking at the following Regional Conferences: San Antonio, Texas; Coeur d'Alene, Idaho; and Phoenix, Arizona.

Ms Sworak has in the past addressed the Institute of Canadian Bankers Association, Graduation and Awards Banquet; the Canadian Bar Association and Ontario Teachers' Law Society; and the Canadian Information Processing Society.



Sonia Sworak with Maj. Gen. Sydney S. Novaresi (Ret.). Cooking Breakfast for 75 volunteers, Annual Ducks Unlimited Fundraiser and Open Pit Pig Roast, Sacramento, CA.

