



Lonely at The Top

Let me introduce myself. My name is Darryl Fisch. I worked alongside my father for over 15 years, running our family import distribution business. Those were the best years - I always had someone to talk to who could provide an unbiased educated opinion of any business issues that materialized.

Unfortunately that changed the day he retired.

From that day on, it was very lonely in the office. Now please understand, the company grew in size and revenue after his retirement. Over the next seven years, we went from ten employees operating out of a 35,000 square foot warehouse to over 75 people. We now occupied a 104,000 square foot facility.

With growth and more employees came a new set of challenges, both internal and external. We were very fortunate, and were able to attract and retain some very trusted and dedicated people. However, everyone had a vested interest in the solutions that they would offer to issues.

I understood of course, the operations manager, for example would always address issues based on how it would effect operations, his people and his job. The same would hold true if I discussed a problem with the sales manager or the controller. Everyone had a vested interest in the solutions they would offer. Even my wife would look at issues and offer suggestions that were sometimes based more on emotion than business.

Business was always interesting, aggravating and rewarding - often all at the same time. My father was always available, but as every business owner knows, it is a fast paced environment we operate in.

What holds true yesterday may not be applicable today.

I know the greatest challenge for me, was not being able to truly and honestly confide in someone with all the facts of an issue, and be provided with well-informed, unbiased advice.

I never realized how lonely it would be at the top!

Darryl Fisch is a co-founder of the Business Transition Alliance. He owned and operated an import distribution business for over 23 years. Darryl's expertise includes, new product and sales force development, distribution, import/export and logistics.