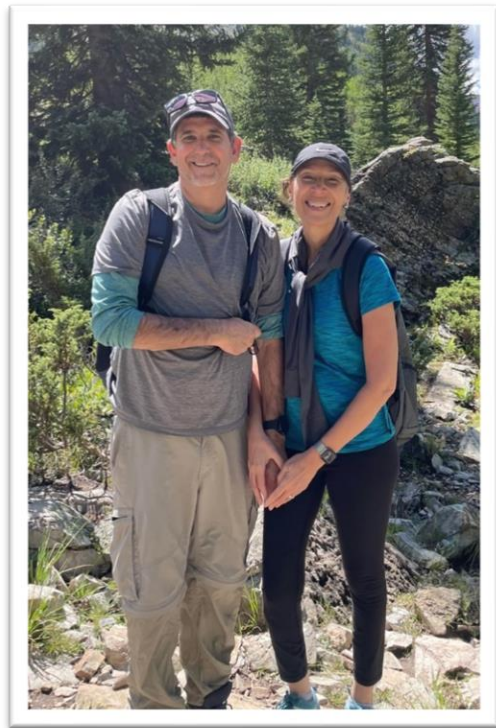


Note: C12 is about community, and that is why we meet in our groups. However, there is a broader community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Tom O'Dwyer, Kevin Pate, Michelle Moore, Andrea Rodarte

	C12 NORTH TEXAS COMMUNITY C12 NORTHWOOD – MEET THE MEMBER BILL SQUIRIC	Ad Pages Solutions  House to Home <small>Your Home Improvement Resource Guide</small> PAGES	
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Meet Bill Squiric

Bill and his wife, Myrna, have been married for 34 years. They have three kids, Elena (31), who is married and lives in Dallas, is a part-owner in their companies, and is a C12 member. Alise (28) is an Alliance Manager for a tech start-up company and lives in Chicago. Phillip (27) is also a C12 member and works with their companies as a part-owner and Financial Controller. They attend Reunion Church in downtown Dallas. They discovered Reunion when Bill and Alise were on an Amazon Mission Trip with the Founder of the ministry and the brother of Reunion's Pastor, Richard Ellis. What Reunion was trying to do with a racial and socioeconomic blend of people appealed to them, and they thought they could help. Bill founded the publishing side of the business in 1988 and has held every role one could hold. His current title is Founder. He has gradually begun transitioning more responsibilities to Elena and Phillip. Eventually, if all works out, Bill might become the Chief Ministry Officer. <https://adpagesolutions.com/>



Where did you grow up? Where are your roots?

I'm from Niles, Ohio, which is in the heart of what once was called "The Steel Valley." Not quite Silicon Valley, but we did get our "Valley" designation first. Dad was a Steelworker, as was I during summers as a college kid. Mom was a cashier at a local grocery store. Myrna and I met at Ohio State, began dating, and then we moved down to Dallas the day after our honeymoon. That was in 1987. All our family has now moved to the Plano area. My parents, who are 91 and 93, now live here, as do my two brothers and sister. Myrna's mom, her sister, and two brothers, plus several nephews and nieces who now have their own kids, live here.

What are some of your favorite things?

I enjoy business, golf, travel, and I like to fish.

How do you like to spend your spare time?

Family is critical for Myrna and me. The more all of us can be together, the better, so we make every opportunity we can to make that happen. Besides that, we like to escape up to our lake house for relaxing weekends golfing and fishing. I do watch too much TV, and hopefully, I can begin to pare that down more.

What was the last 'outing' or trip that you took with your family?

Myrna, the kids, and I went down to Cancun for the New Year's Holiday. We love to travel and have been all over the place, either on personal or mission trips.



How did you start your business, and how did you get to where you are now?

It is always an interesting thing to think about. My degrees are in Education and Social Work, so business was a bit removed. However, I tried advertising sales one summer to help out my college roommate, and I discovered I liked it. Shortly after, I went to work for the Columbus newspaper, and then when we moved to Dallas, I started our coupon magazine, Ad Pages, after a short stint at another newspaper. Over time, we grew, expanded our offerings, bought out vendors, and purchased some smaller competitors in our industries.

What service does your company provide?

Digital and Print Advertising, Commercial Printing, Mailing and Fulfillment Services.

How do you describe your mission and values?

Evolving. We had it nice and neat, but when we tried to incorporate it into daily operations, we realized we needed more meat on the bone, so we recently redid them. Pretty simple still though: Act in the Customer's Best Interests, Be kind, Continually Improve, Do Generous Things, Exceed Expectations, Follow the Process.

Our mission is to help small and medium-sized businesses reach existing customers and attract new customers.

Who are your primary customers?

Publishing: Restaurant and Entertainment Venues, Service Shops, Home Improvement Companies, Churches and Non-Profits (through another company I co-own with my brother.)



Printing/Mail/Fulfillment: Our internal work for our publishing companies is about 35% of our business. Beyond that, we deal with all sorts of SMB's, Government and Advertising Agencies.

How and why did you come to C12?

I had wanted a faith-based peer group for a long time. I went to a party at Tom O'Dwyer's house, where I met Tom and learned of C12 and then followed up with him sometime later.

What do you value about your group?

I love the collective wisdom and the camaraderie around like-minded peers.

What challenges as a business owner have you experienced, and how has your C12 group or chair helped with these challenges?

Being in business for over 30 years now, I would not know where to begin. Pick a subject, and I'm sure we have struggled through it. I think most of the important things, however, boil down to people and management. C12 introduced me to the Traction EOS system, and that has done a lot to help organize our systems and get and keep all the people on the same page. Tom O'Dwyer, my chair, is a tremendous resource in terms of practical wisdom, his heart for the Lord, and his spiritual understanding.

How could you help other C12 members?

If you need help marketing your business, printing, mailing, fulfillment, or distributing your company's material, we can help you.

How do you use your business as a ministry?

We all have our "loaves" and giftings. We offer up what we have, and we ask God to point us in the right direction in terms of giving and serving. Specifically, we help fund several non-profits, and we provide printing and mailing services free or at cost to several others. And of course, we try our best to humanize our company, as we come alongside our employees by providing chaplaincy services and being a responsible, ethical employer who genuinely cares for them, sharing the Gospel as we can in word and deed.