

BUSINESS

Sunday, May 22, 2011
Journal & Courier • www.jconline.com



Bill Wyatt, owner of Wyatt Communications, talks Friday about the FreedomIQ hosted telecom system. He says a small business owner needs "intensity, tenacity and stupidity." (BY BRENT DRINKUT/JOURNAL & COURIER)

Learning never stops while dialing up telecom solutions

By MAX SHOWALTER
mshowalter@jconline.com

Founded in 1998, Wyatt Communications Inc. provides a variety of telecom services for clients that are mainly small businesses, with anywhere from one to 20 telephones.

"Primarily, we do phone systems, voice mail systems and automated alterations," said Bill Wyatt, owner of the company that has seven employees. "We bring high-end features and make technology work for you."

Occupation: Owner and president

Business name: Wyatt Communications Inc.

What you do: "I do basically the consultation and design of the telecommunications we install," Wyatt said.

What you used to do: "I was a phone tech by trade. And I got my electrical background in the U.S. Air Force."

A typical day: "A typical day is designing phone applications for customers and potential customers. I also work with other vendors to come up with answers to help customers solve issues."

Why you started the business: "I had worked for two other companies outside Lafayette. I felt Lafayette deserved a company that would serve the local marketplace and businesses in the area."

What's new: "Voiceover IP is the new technology we're working with. Basically it's bringing voice onto your network. Traditionally people had a phone system and a computer. Now, with Voiceover IP, we're able to combine the two."

Latest accomplishment: "One of the manufacturers we represent is ESI, and we have qualified for their outside reseller award six years in a row. It's based on customer feedback. The thing that is nice is they actually call everybody we've installed (ESI) phones and they rate us."

Biggest sacrifice you've made for the business: "Time away from my family. I realize I have to balance that time. I sometimes speak to students at (Purdue's) Krannert School of Management. They ask me what it takes to be a small businessman, and I tell them it takes three things: intensity, tenacity and stupidity."

What you've learned: "That I'm always learning. In this business you have to stay on top of technology so you have the right answers for the customers."

Best business advice received: "Be honest and straight with the customer."

Best advice you can offer: "Have balance in your life. Owning a business is fun, but being part of a family and community are also important."

Moment you knew you'd made it: "Not really. I think owning a small business, every day has its challenges, and you've got to keep moving forward. It helps to have a passion for what you do."

Others say: "I used to be a customer. Bill is the best, a good guy to work for," said Lori Emig, the company's vice president and chief financial officer. "I like the fact that we take a customer's need into consideration and don't just sell the product."

Getting in touch: Wyatt Communications Inc. is at 3222 Olympia Drive, Lafayette. The website is www.wyattcom.com, and the telephone number is (765) 477-6545.