



HR News Magazine™

“Taking Human Relations to Greater Heights”

Interviews with Jessica Nickloy, CEO etica Group, Inc. and Laura Sniadecki, President Titan Associates, Inc. dba A.G. Maas Company.

April 2015

Part I: How do these two savvy young women run their own business, while also being wives and mothers of young children?



**Jessica Nickloy, CEO
Etica Group, Inc.**

www.eticagroup.com

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As the CEO of the etica group, inc., Ms. Nickloy is an industry leader. She managed daily business operations and has hands-on work with both architectural and engineering design and construction observation/verification services. Her experience with architecture and engineering related projects began in 1996, with Capitol Engineering in Indianapolis, and continued in 2005, with the etica group, inc.

Ms. Nickloy obtained her formal education from Purdue University where she earned a Bachelor of Science degree. She completed engineering, surveying, and computer-aided design (CAD) related coursework while at Purdue University. Her engineering experience includes fieldwork on a number of projects including storm water permit support, construction easement acquisition, sewer separation, curb & sidewalk construction observation, and resurfacing and water main construction observation projects. With well-established business relationships, she works closely with clients, architects, and engineers as well as sub and prime contractors to ensure the timely and economical delivery of projects.

In addition to being CEO at Etica, Ms. Nickloy has a home in Noblesville, IN with her husband Alex and 4 children, 3 girls; 11 year old twins Abigail and Ashley and 5 year old Meredith and their 1 year old son, Harmon. Her entrepreneurial pursuits are naturally part of her family life, where all of her daughters are already thinking ahead to their futures. (Read about Jessica's additional accomplishments and associations at the end of Part I interview)



Laura Sniadecki, President

Titan Associates, Inc. dba A.G. Maas Company

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Laura Sniadecki received her Bachelor of Science degree from Purdue University. In 2006 following a career in account management and business development for a healthcare communications company, she purchased the A.G. Maas Company, which specializes in the distribution of facility maintenance supplies. She is the third generation in her family, behind her mother and grandfather, to own this 100-year old Indianapolis fixture.

Laura was selected as the 2011 winner of Indy's Best and Brightest in the Manufacturing, Retail and Services category by Junior Achievement of Central Indiana and received the Avatar (Young Entrepreneur) of the Year award in 2010 from the Indianapolis chapter of the National Association of Woman Business Owners.

Laura and her husband, Mike, have a three-year old, a two-year old, and a newborn. When Laura's not catching up on laundry, making her daughter's baby food, or changing diapers, she enjoys cooking with Mike, dining out with friends, and practicing yoga.

(Read about Laura's additional accomplishments and associations at the end of Part I interview)

Let's learn more about these two amazing women and how they juggle their everyday lives!

HR: Did you start your business before or after you started your family?

JN: We started the business when the twins were almost 2 in 2005. My father and 2 partners started and I was helping as the business manager/marketing coordinator at the

time. They really only needed me part time and I could work from home with the girls. But by 2008 I became CEO and was 51% owner.

LS: I bought my business nine years ago before I was married or had children.

HR: How are you able to balance a crazy personal and business life?

JN: There is a lot of time management and understanding from spouse, kids and those I work with. I try not to schedule too many meetings before 8:30 or after 4:30 b/c it cuts into my time with the kids. I have a lot of lunch meetings since everyone has to eat.

LS: I don't even try to balance my life. My family always comes first and then my work; however, I'm amazed how the two can coexist. I can pick up my kids from preschool and participate in a conference call at the same time.

HR: With that being said, as a very busy business owner, wife and mother who wears a lot of hats, how do you manage to handle HR issues arise?

JN: Honestly I haven't had too many HR issues but when they do arise I just cut to the chase. I am so busy and have lot on my mind that I get a solution and execute it. If that means getting an attorney or HR specialist involved so it is done correctly then that is what happens.

LS: I learned from my mom to try to always have a positive attitude and take one day at a time. It sounds so simple, but it has helped me through some of the most challenging situations, and I've had some doozies.

I am supported by a small team of three employees and each one of them is vitally important to our daily operation. We are all cross-trained to a minimum degree so that when one person is sick, we can cover for each other. I do not tolerate, a "that's-not-in-my-job-description" attitude, and I try to lead by example by answering the phones, driving the forklift, and shoveling snow.

My team is the lifeblood of the company, so I place a high priority on anything related to them. Everyone has my cell phone number and is urged to text or call me anytime about anything.

HR: How have you managed to effectively run a company and care for your family (especially with small children)?

JN: With my 4 kids being so spread out I lean on the older two to help with the younger ones especially if I am working from home. There is a lot of answering emails while sitting at soccer or taking calls while in the car. It's a very good thing I have Bluetooth:. I am working

at night after I have put the younger two to bed. You really just make it work. Multi-tasking is the key!

LS: Technology has also played a very important role in running my company on the go. I bank, pay bills, and conduct payroll electronically, and our accounting software is housed on the cloud, so I can log in anywhere there is internet service, including my Smartphone. You often hear that it takes a village to raise a child, and my children are no different. My husband, our nanny, my in-laws, my parents, my neighbors, our friends, the preschool teachers, and a whole slew of babysitters are a part of our village. When business ownership throws things at me at the last minute, our village supports me when it comes to grocery shopping, preschool pick-up, household emergencies, and so much more.

HR: It sure sounds like these ladies have their hands full!! With such a busy schedule, how do you insure you are in compliance with all of the ever-changing employment regulations, i.e. classification compliance, ADA, I-9's, and the ever-changing federal and state employment regulations? What methods have you found for assuring that you stay in compliance?

JN: I have currently hired an operations manager that handles all of that compliance along with having an employment attorney on retainer.

LS: It is not easy. As a small business owner, I do not have a large budget for consultants, so I do my best to read through magazines and notifications I receive from business resources, including legal, trade organizations, my accountant, my payroll service, my staffing agencies, and the Small Business Administration. Fortunately, A.G. Maas has so few employees there are many government regulations that do not apply, but there are many that do and there is a time to hire an expert.

HR: Both of you recently took time off for maternity leave, how did you stay engaged with your staff while you were out of the office?

JN: I really only took about 24 hours if you added it all together. I never did really quit working or put it aside. If the baby was sleeping I was working. In this day and age you have smart phones and laptops. I can face time or do conference calls. I never stepped away. Harmon actually had a set up in my office with a pack n play and bouncer. I would just have as many meetings at my office as I could that way he could nap and I would just be in the next room.

LS: I go back to the village and technology that I mentioned earlier. Also, once a week, while my older two children were at preschool, I took my daughter to work with me for a few

hours. Newborns sleep a lot, but when she was fussy, I didn't have any trouble finding someone to hold her. Being in the office gave me time to really connect with my team face-to-face, which technology cannot replace. When I wasn't in the office, I stayed connected through email and by phone. My team has the autonomy to make decisions and does a great job discerning the urgent issues from the ones they can address without me.

You don't want to miss Part II of "How do these two savvy young women run their own business, while also being wives and mothers of young children?" in the May 2015 issue.

Jessica Nickloy – Ms. Nickloy is highly involved with industry and professional organizations. She is a member of the Indiana Water Environment Association (IWEA) and is a certified Water and Sewer Construction Inspector. She holds Board positions with both the National Association of Women Business Owners (NAWBO) and Indiana Construction Roundtable, and is a proud member of the Purdue University Supplier Diversity Advocacy Council and the ACEC Diversity Committee.

Laura Sniadecki – Laura has a great passion for the Indianapolis community and currently serves as a board member for the City of Indianapolis Department of Public Works, as a board member for the Indianapolis Chapter of the National Association of Women Business Owners, a member and past board member of the Rotary Club of Indianapolis, a member of Downtown Indianapolis, a member of the Indiana Historical Society, a past member of the Super Bowl Host Committee Business and Resident Communication Subcommittee, and a 2008 graduate of the FBI Citizens Academy. She also served as a panelist for the 2012 Rotary Youth Leadership Awards Leadership Conference and for the 2012 U.S. Small Business Administration Young Entrepreneurs Seminar, and a guest presenter in the organizational leadership and supervision degree program in the Purdue University School of Engineering and Technology.