

## Janet Herrick, Success Story – July 8, 2019

By Lorrie DeFrank



Janet Herrick's company and the Jacksonville Women's Business Center are observing their 15<sup>th</sup> anniversaries this year. Both Onsite Environmental Consulting, LLC (OEC) and the JWBC are celebrating growth, innovations and significant success. But without the JWBC, Herrick doubts that OEC would have made it much past the recession a decade ago.

"They kept me from drowning," Herrick recalled. "It was my support at the JWBC, specifically my Business Advisory Council, that kept my head above water. And the continual training helped me feel plugged in."

Barely hanging on by 2012, Herrick was contemplating closing her business when she participated in *Get Smart!*, a 10-week JWBC educational and mentoring program led by Carlton Robinson. "It revolutionized my perception of a business model," she said. "After that, I decided to soldier on."

Herrick is CEO and president of OEC, which she owns with her husband, Adam Hoyles, vice president of operations. The company provides environmental due diligence for development and redevelopment including wetlands, environmental permitting, protected species permitting, dune restoration, environmental site assessments and remediation. Because of its abundance of wildlife and navigable water, and its flat topography, Florida is heavily regulated by many agencies, from the U.S. Army Corps of Engineers to the St. Johns River Water Management District. OEC helps clients secure permits and guides them in making sound decisions. "It's good to have people like us who speak that language," said Herrick. "We advocate for the client when dealing with tough regulatory processes."

An experienced project manager for wildlife surveys and wetlands, Herrick describes her daybreak field work with birds chirping as living her dream. In demand as a public speaker on environmental, business and leadership issues, she has won numerous awards for her work.

Herrick's first business was an import sourcing company that supported the building industry. Because it was still difficult to be a woman doing business in China then, she switched directions. In 2004 she and Hoyles, an environmental consultant and her new husband, combined their talents to create OEC. Finding their niche in single-family homes and smaller developers, the couple named their new business Onsite, a term taken from their favorite sport of rock climbing that basically means making no mistakes.

Revenues soared until 2009 when they peaked, then tumbled almost 80 percent by 2011 as the housing industry struggled. The sting for Herrick included letting her staff, including her sister, go and moving her business into her home. But by 2013 OEC was thriving in its current Riverside Avenue location and revenues recovered to 2009 levels a year later, thanks largely to JWBC programs and mentors.

Herrick's affiliation with JWBC dates to 2007, when she took Financial Matters, followed by Marketing Matters in 2008. She was surprised to find that she was doing better with accounting than she expected, but far worse in marketing. "I had no idea how my clients saw me. It was painful," she said. "I did not understand who my base was and the money it would take for a website and print material. I did not value and truly understand the process of marketing. I completely shifted the direction of the company and credit Marketing Matters with our getting as far along in the recession as we did."

On her third try, Herrick was accepted in 2016 for the year-long *ATHENA PowerLink* program offered through the JWBC that provides expert advisers and mentors selected to meet each business owner's needs. "I was at risk of everything tumbling down because I got a contract almost too big for me to handle and didn't have systems in place," she said. "I managed to push through it and came out of it much wiser."

In addition to assisting with her lingering challenge of client patterns, ATHENA mentors advised her to do business with the government sector, which she called a game changer.

"When I think of Janet, the two words that pop into my mind are tenacious and indefatigable," said Linda Nottingham, owner of CEO Focus and Herrick's Business Advisory Council facilitator. "She knows how to define the grand vision and then set the objectives and strategies, leading to business growth. But she also understood that business owners can profit from peer-to-peer mentoring with others through JWBC business owner roundtables. Her generosity in sharing her failures as well as her successes put her in a position to benefit others, as well. She has always been a wonderful role model."

"I cannot overstate JWBC's value enough. I am but a tiny voice that echoes the same chorus that Jacksonville is one of the healthiest environments to be an entrepreneur when it comes to training," Herrick said. "I can't imagine my business life without the JWBC."

*To contact Janet Herrick:*

Onsite Environmental Consulting LLC, 2008 Riverside Ave., Suite 100, Jacksonville, FL 32204

(904) 384-7020

(904) 662-1954, cell

[oecjanet@onsiteec.com](mailto:oecjanet@onsiteec.com)

[www.OnsiteEC.com](http://www.OnsiteEC.com)