The Edge: Success is the best when shared

Carol Craig
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For those who take the advice of others, I admire your willingness to keep an open mind and try new approaches to running and growing your business. I wish for everyone that you find the magic recipe that helps you to realize your ultimate goals in life.

For me, I can’t really point to any one piece of advice that became the ‘magic bullet’ to the success of my company. But, somehow others have taken notice of what I’ve accomplished over the years, and have offered some very kind responses to include notable award recognitions. Most recently, the Small Business Administration bestowed upon me Florida’s Small Business Person of the Year Award for 2015. This recognition is amazing to me because there are so many other incredible small business CEOs in the state of Florida. I see this as a real win — not only for myself and my company — but for Brevard County.

We are all human. Human nature says ‘Tell me I matter and that I have value in this world.’ But, humility – which for some of us has been ingrained into our very being since we were old enough to remember – says we need to blush and put our heads down when people sing our praises. So, sometimes we have an internal conflict that we have trouble resolving.

I completely and thoroughly believe that everything I have accomplished in business would not have been possible if I hadn’t moved here to Brevard County. I believe that my life and my
destiny — and that of my family — changed when we moved to the Space Coast. No one told me I needed to move to Brevard and set-up headquarters in this place to find success. But, I jumped right in, and the community embraced this little unknown technology business that happened to be run by an overly optimistic woman.

The resolution to my internal conflict is to tell you that you can forget about the person Carol Craig and can forget about the company Craig Technologies, but don’t forget about the community of Brevard County. I’ve traveled all over the world and have lived many places, but there truly is a no more giving, supportive, and fulfilling community than Brevard. The evidence is plain when you note all the recent economic development at Port Canaveral, Melbourne International Airport, and the expansion of reputable tech companies such as Northrup Grumman, General Electric, and Embraer. The growth you see is a direct result of the quality of life the Space Coast offers.

We are blessed to be Space Coast residents, as this is an excellent place to conduct business, due to a talented workforce, a beautiful living environment and an overall wonderful, affordable quality of life. I will continue to expand here in Brevard and hope that you as a savvy business owners/executives choose to do the same. The ripple effects are so positive for this local economy, which has seen its share of ups and downs over the years. My message to you — grow here, thrive here – and give back when you begin to achieve your goals.

Carol Craig is founder and CEO of Cape Canaveral-based Craig Technologies, a $40-million engineering and advanced manufacturing firm. Craig Technologies is a founding sponsor of the weVENTURE IGNITE Mentoring Program and Carol served on the weVENTURE board.www.craigtechinc.com

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