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Web-site Story, [www.cultivatingprosperity.com](http://www.cultivatingprosperity.com), The Advisory Team, Cincinnati 2/2004

New Year, New Goetta!

*“If you are feeling overwhelmed and all alone, you are probably working too hard “in” your business and not enough “on” your business. Join the “Grow Your Business” monthly meetings at The Advisory Team! Learn from Mackey McNeill and from your fellow business owners.” - Dan Glier*

Dan Glier, owner of Glier Meat’s is a big fan of Goetta. It has been what his company has done best for over 50 years.

Dan Glier is also a big fan of Mackey McNeill and her firm, The Advisory Team.

“I have been a customer of Mackey’s since she started her business 20 years ago. They have helped me transform my business,” explains Dan.

About 10 years ago, in the midst of industry consolidation, Glier’s Meats found themselves having to compete with giants such as Kahn’s and Sara Lee’s and to service customers that were also consolidating – and buying from fewer suppliers.

Prices were being squeezed. The future seemed a bit uncertain.

Dan Glier partnered with The Advisory Team and became an active participant in the “Grow Your Business” monthly meetings to come up with a plan.

“The Advisory Team was my coach. They helped me focus on my UCD (Unique Core Differentiator). Everything kept coming back to ‘What do we do best?’ We made the choice to be The Goetta People.”

And, they are!

Glier Meats is selling more Goetta than ever, and recently expanded their product line to include “New Goetta” -- Sandwich slices, Breakfast Links and Bun Links. This means more options for hungry Cincinnatians.

And, they are hosting an ever-growing Goetta Fest again this summer – this time at Sawyer Point.

Dan’s New Year’s Resolution? “Sell More Goetta!” The Advisory Team hopes he does and is behind him all the way!