

# Lights. Camera. **Vistage.**



***After more than a decade working in television news, Carrie Ferenac was ready for a change.***

She quit her job at the NBC affiliate and was working as a freelance video producer when she met Marcelo Zolessi. The two would become business partners and began creating video content for tradeshows and conventions. They formed Convention News Television (CNTV) in 2007 when online video was still new.

"I was a new business owner, and didn't know what I didn't know", she said. After several years, they had more than a dozen



employees, and were trying to figure out how to manage the growth.

That's when one her closest friends recommended Vistage.

"As a producer it was easy to get caught up in the details. That is, after all, what producers do. I needed Vistage to learn how to work ON the business instead of continuing to work IN the business", Ferenac says. "Vistage helps me stay at 30,000 feet to see the business as a whole, instead of getting caught up in the day to day grind."

CNTV now produces video content at more than seventy events a year and has 28 employees.

Even though she travels often to conventions around the country, Ferenac makes sure to be in town for her monthly Vistage meetings and one-to-one meetings with her chair. CNTV has implemented the Entrepreneurial Operating System, created new compensation plans, and created culture fundamentals based on advice from members and speakers.

One of the speakers was especially impactful for Ferenac. Jason Williford spoke on the importance of Culture, and how to manage a team effectively. He asked Vistage members to take the Culture Index before his presentation and offered analysis for each individual.

The experience helped Ferenac understand her own strengths as a leader. Once these strengths were identified, she found ways to implement them through one-to-one conversations with her chair, Linda Pfister.

"There's no doubt I'm a stronger leader because of my experience with Vistage. Our company is also stronger. There's something really powerful about having a group of people who understand the challenges I'm facing and help me find ways to overcome those challenges. I wouldn't trade that for the world".

***"As a producer it was easy to get caught up in the details. That is, after all, what producers do. I needed Vistage to learn how to work ON the business instead of continuing to work IN the business."***

- Carrie Ferenac, Vistage Florida member

## **About Vistage**

Vistage offers professionally facilitated peer programs for Florida CEOs, Presidents and Business Owners of both larger organizations as well as emerging small businesses. Members meet monthly in small groups of 12-16 hand-selected members where they focus their collective brainpower on each other's opportunities and challenges, and hear expert speakers. Since 1957 Vistage has been dedicated to increasing the effectiveness and enhancing the lives of CEOs. There are 23,000+ members worldwide – with more than 800 in Florida.

***To learn more call Vistage Florida at 800.733.4832 or visit [florida.vistage.com](http://florida.vistage.com)***

[florida.vistage.com](http://florida.vistage.com)



facebook.com/VistageFlorida | twitter.com/vistagefl | linkedin.com/company/vistage-florida

**VISTAGE**  
FLORIDA