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*“Been there, done that” business advice – Joe Connolly, WCBS880 & The Wall Street Journal*

Presentation Description:  
**The Three Biggest Mistakes that Business Owners Make –  
and How to Avoid Them**

Presenter:

Steve Caccavo, Business Advisor and founder of Constructive Business Solutions

Background:

Steve Caccavo is a founder and former owner of **The Well-Bred Loaf, Inc.**, a specialty baked goods manufacturer and inventor of **Blondies**. Steve grew this business from a home-based startup to a 120-employee marketer of Blondies, brownies, chocolate-chip cookies and pound cakes sold at point-of-purchase. Steve sold the company in 1996, and since then has been providing what Joe Connolly of WCBS / Wall Street Journal describes as “been there, done that business advice” to owners of small and mid-size companies in industries that include specialty food, construction, and a variety of B2B services.

Description:

In his presentation, “**The Three Biggest Mistakes that Business Owners Make – and How to Avoid Them**,” Steve provides insight and practical advice about building a business, based on what he learned from his own successes and mistakes.

One of Steve’s favorite quotes is from Sam Levenson: “You must learn from the mistakes of others – you can’t possibly live long enough to make them all yourself.”

**Contact Steve to schedule this entertaining presentation for  
your:**

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CEO group**