

## **FOR IMMEDIATE RELEASE**

**Media Contact:** Lisa Sursavage  
Director of Marketing and Public Relations  
832.584.7958  
lisa@drivingtoperfection.com

**LOCAL BUSINESS OWNER AND LEADER, BRIAN FIELKOW,  
PUBLISHES BOOK ON HOW TO CREATE A HEALTHY COMPANY CULTURE**  
**Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Company Culture**  
***Offers Business Leaders a Guide to Growing Their Company's Bottom Line***

“Written in a succinct, amiable style, the book is a treasure trove of ideas on how to build a culture without spending a lot of money... A smart, comprehensive guidebook steeped in the rough-and-tumble realities of business.”

– [Kirkus Reviews](#)

**Houston, TX – January 22, 2014** – As business scandals continuously rotate in and out of the news, many leaders are finding themselves examining their own companies — what is and is not working, and what is the right path to take the company to the next level? Brian Fielkow, Houston business owner and leader has the answer: company culture, which is the topic of his new, acclaimed book [Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Company Culture](#). Released by Two Harbors Publishing, Fielkow’s book is a “how to” guide for every business leader to increase their company’s bottom line by creating a sustainable and healthy company culture.

*Driving to Perfection* does not focus on the theory behind company culture; rather, it explores how a business, no matter the size, can achieve excellence through intense focus on the development and nurturing of its culture. Having held positions as executive vice president of Recycle America Alliance, chief operating officer of a privately held recycling company, and now as owner and president of [Jetco Delivery](#), Fielkow draws upon his 25 years of business and leadership experience while at the same time making his message universally applicable. He proposes to spend the reader’s time, not money, and addresses the intimate challenges and fears that must be overcome before a leader can successfully drive change.

“Far from the superficial notions of culture often found in company brochures, Fielkow advances a sophisticated view of culture that permeates every aspect of business, from employee compensation to mergers and acquisitions. He spotlights a broad range of topics — leadership, communication, hiring, teamwork, accountability, etc. — and challenges many conventional business practices... Fielkow makes clear his distaste for lengthy employee handbooks, so he keeps his chapters brief and equipped with easy-to-skim lists. While culture-building may be inexpensive, Fielkow doesn’t promise quick fixes. Developing a vibrant culture demands effort, and once achieved, it must be relentlessly guarded against complacency.”

– [Kirkus Review](#)

Fielkow’s business philosophy centers on the idea that for most companies, products and general services aren’t unique — it is the quality of the customer experience that sets companies apart, a concept he reiterates throughout the book. In addition, the author and

business owner focuses on the importance of dropping fear to meet your highest potential; how to never waste a good crisis by learning and growing from it; the importance of community involvement for the growth and success of a company and its employees; progressive discipline and why the employee/employer relationship must fundamentally change; and what a buyer should be aware of in order to make a sound and informed decision when purchasing a company.

“I chose to write this book at this time while I’m actively engaged with my own company,” said Fielkow. “So many books are written from the point of view of a consultant or retired executive, and I believe that being in the game allows me to offer a different perspective. In addition, many books are written by legendary CEOs who run large corporations and have access to a depth of resources that many small to mid-sized companies do not. I believe we must adapt these ideas, and my objective is to help business leaders understand how to bridge that gap with practical, hand-on advice and clear examples — no matter the size of the company.”

*Driving to Perfection* is available for purchase in hardcover, Kindle and ePub editions at [drivingtoperfection.com](http://drivingtoperfection.com), [Amazon](http://Amazon) and other major retail outlets.

**Brian Fielkow** is president of Houston-based Jetco Delivery, which provides trucking and freight services along the Gulf Coast. Before purchasing Jetco, Brian held positions as executive vice president of Recycle America Alliance, a subsidiary of Waste Management, Inc., and as chief operating officer of a privately held recycling company. In 2010, Fielkow received the Vistage International Member Leadership Award for the judgment he exercised during the Great Recession. A Wisconsin native, he has lived in Houston since 2003 with his wife and three children, and has developed a proven formula that directly ties a company’s culture to its bottom line. Fielkow holds a B.A. from the University of Wisconsin Madison and a J.D. from Northwestern University School of Law.

**Jetco Delivery LLC** provides premium transportation and freight brokerage services. An integral part of the Gulf Coast’s international trade community, Jetco serves manufacturers, distributors, oil field and import/export companies, and is proud to be a technology leader with GPS in all its trucks, customized reporting and now, TransPortal. For more information, contact Jetco Delivery at 713.676.1111 or visit [jetcodeelivery.com](http://jetcodeelivery.com).