

Business Capacity Builders | Session 1 Recap

October 13, 2026 · Greater Pasco Chamber of Commerce · Virtual Roundtable

What's Working, What's Heavy, What's Next?

Our inaugural **Business Capacity Builders** session brought together entrepreneurs, small business owners, and professionals for a conversation about creating more room for what matters without adding more to an already full plate.

Facilitated by **Sheri Horvath**, Founder and Lead Operations Strategist at **Operator's Edge Co.**, the conversation explored four resources we all rely on: time, energy, attention, and mental bandwidth.

Rather than focusing on hiring, doing more, or finding extra hours in the day, participants shared the ways they're becoming more intentional about how they work, where they invest their energy, and what they're willing to change.

And the most valuable insights came directly from the room.

Five A-ha Moments From the Conversation

1. A full calendar isn't necessarily a productive calendar.

Kate Lazzarotti of **KCL Wellness** shared how overwhelming it felt to wake up to 13 scheduled events. Learning to say no without guilt became one of her greatest personal superpowers. **Ana Dominguez de Shaw** and **Sarah Autry** also shared ways they're becoming more selective about appointments and networking commitments.

2. Just because something works doesn't mean it's working for your business.

Kate described stepping away from time-consuming social media efforts after recognizing that client referrals and personal relationships were producing stronger business results. Her experience prompted an important distinction between being visible and investing time where it produces meaningful returns.

3. Protecting your personal life is a legitimate business priority.

Ana shared her progress toward ending work at 3 PM so she can be present for her son's homework. Sarah wants more evenings with family. **Lagina** Smith wants more time for relaxation and meaningful connection. These weren't secondary goals; they were the reasons participants wanted to build capacity in the first place.

4. Sometimes the biggest drain isn't the work. It's thinking about the work.

Tyna Hartwell, in the early weeks of launching her business, described the mental weight of unanswered messages and unfinished tasks. **Samantha Vrbancic** shared her experience with organized chaos and competing demands. The conversation reinforced the value of externalizing tasks through schedules, checklists, and defined routines.

5. You don't have to figure everything out alone.

Participants offered real examples of automation, weekly planning, household scheduling, and affordable outside help. One of the most encouraging moments came when Samantha expressed appreciation for the number of people willing to offer advice and support.

Strategies Worth Borrowing From the Room

These were real strategies shared by participants, not generic productivity advice.

Contributor	Strategy	Why it's useful
Kate — KCL Wellness	Say no without guilt and stop investing heavily in marketing activities that aren't delivering results	Protects energy and prioritizes proven opportunities
Davina — TrueCraft Remodeling	Use a customizable weekly planner to distribute recurring tasks around existing commitments	Creates structure without overscheduling
Lagina — Lux Weddings & Events	Automate initial Facebook inquiries to collect event details before responding personally	Reduces repetitive communication and speeds up inquiry handling
Sarah — Real Estate	Plan networking events monthly rather than accepting invitations as they arrive	Makes relationship-building more intentional
Ana — Financial Services	Review the upcoming week on Sunday and prioritize or reschedule commitments	Reduces calendar overload
Tyna — Jubilee Aerial	Break big ideas into manageable pieces and build support into a new business early	Makes growth more manageable
Sheri — Operator's Edge Co.	Batch content creation, editing, and scheduling into dedicated work sessions	Reduces task switching and daily content pressure

Three especially useful exchanges

The home-office dilemma. Sarah openly described how working from home can blur the lines between professional responsibilities and laundry, cooking, cleaning, and other household demands. Lagina shared how scheduled household help reduced her mental load. Kate offered another solution: putting household chores on the calendar and allowing them to wait until their scheduled time. Sarah responded positively to the idea.

Automation without losing the personal touch. Lagina described how automated Facebook messages gather information about event dates, guest counts, and vendor needs. **Davina** shared that TrueCraft Remodeling also automates estimate-request responses while communicating business hours upfront. Both demonstrated how a small system can create capacity without sacrificing customer service.

The real cost of immediate responsiveness. Sheri shared an example of a client who felt obligated to answer every email immediately. By establishing acceptable response expectations and three dedicated email windows, the client could protect uninterrupted work time while continuing to respond during consistently scheduled time blocks.

Vulnerable Shares That Made the Conversation Meaningful

The strongest moments weren't necessarily about the most polished business strategies.

Samantha admitted that identifying her own strengths was difficult and described feeling stretched across all four capacity resources. Later, she acknowledged wanting more time for herself and needing better time blocks to regain focus.

Tyna, just two weeks into her business, described teaching until 9 PM and then returning home to a dozen messages. Her challenge wasn't a lack of enthusiasm or opportunity; it was figuring out how to build sustainable routines while demand was growing.

Kate spoke candidly about investing considerable energy into social media content that received positive feedback but wasn't generating clients. She made the decision to redirect that effort toward referrals and personal relationships.

Ana described the importance of protecting afternoons for her son, while Sarah acknowledged that mixing household and business responsibilities during the day was pushing work into family evenings.

These highlights all share the important theme that building capacity isn't always about doing less work. Sometimes it's about deciding when, how, and why we do it.

The Seven-Day Capacity Commitments

Participants were asked to complete three statements:

1. I want more capacity for...
2. Within the next seven days, I will...
3. I'll know it's working when...

Here's what participants committed to exploring. (next page)

Participant	Goal or commitment
Ana	Continue reducing work after 3 PM to be more available for her son
Kate	Dedicate Mondays and Fridays to developing health courses, with the first of three published as a milestone
Lagina	Create more family and relaxation time by being more intentional about phone use
Samantha	Use time blocks to complete tasks with less jumping between responsibilities
Sarah	Separate household and business responsibilities to reclaim evenings with family
Tyna	Establish a consistent schedule for task-list work to reduce the mental load that follows her throughout the day
Davina / TrueCraft Remodeling	Schedule intentional time for email follow-up
Veronica	Reduce phone distractions to improve daily task completion

Participant Feedback and Community Connection

Attendees provided very encouraging session feedback.

Kate thanked the group for the informative conversation and expressed appreciation for being among the participating women.

Tyna thanked everyone for sharing their expertise and perspectives and expressed enthusiasm for the next session.

Kaylee emphasized the value of honest conversations, vulnerability, and creative approaches to everyday challenges.

Samantha, who participated primarily through the chat, expressed how much it meant to see people willing to help and offer advice.

The session also produced a tangible resource exchange: Davina offered to share her weekly planner with anyone interested and recommended the customizable planners at Plum Paper.

That willingness to share knowledge beyond the meeting was exactly what this roundtable was designed to encourage.

All resources can be found at OpsEdgeCo.com/gpcc-resources, including a session feedback survey, which all attendees and post-session viewers are encouraged to participate in.