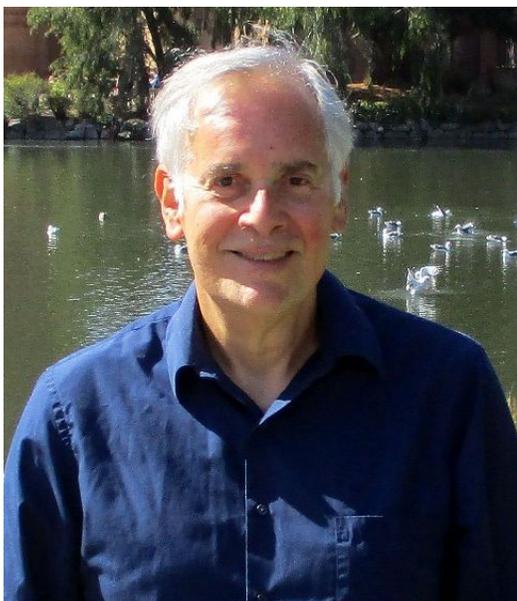




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Ron Feldman, Founder and President of World Business Services discusses how they provide Free Management Consulting Service to Businesses and Nonprofits enabling them to Save Money and Increase Sales



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CEOCFO: *Mr. Feldman, what is the concept behind World Business Services?*

Mr. Feldman: For the past twenty-seven (27) years we have provided a free management consulting service where businesses and nonprofit organizations can pay less tomorrow for the same services that they pay for today. They can do this without any out-of-pocket direct capital expenditure or debt service, as well as new discover ways they can either save money and/or increase their sales.

CEOCFO: *Are you still doing that?*

Mr. Feldman: Absolutely, every day. I love what I do because I can help people every day. I have no desire to retire. And, neither does my wife Linda. We met at University at Cal State Hayward which is now Cal State University, East Bay. We have been married 48 years and I belong to a club of men that are married to women that are too good for them. It is a large club. Linda got her graduate degree in child development and besides doing the books for our company she is a substitute teacher in the Petaluma school district. I always tell people what Linda does with children in helping them is ten (10) times more important than anything our company does in business.

CEOCFO: *What is your business model today and how did you get there?*

Mr. Feldman: My business model now allows me to do business with any business or organization no matter who they are in helping them save money or increase sales. As for how we got there, after Linda and I had graduated Cal State Hayward where I did my Undergraduate degree in mass communications and my Master's degree in counseling, I then taught interpersonal relations and personal growth at Chabot Junior College. After a couple of years of counseling, I really enjoyed helping parents and kids. However, I was drained. At that time Linda and I were traveling around the country and I was being sponsored to play tournament bridge professionally. So, I decided I would make a living of that. I traveled for many years and went on to represent the United States in the World Championships of Tournament Bridge three (3) times and headed up an organization of professional bridge players. It was a one-hundred and fifty (150) member association called The Association of Professional Bridge Players, which was accredited by the American Contract Bridge League.

At that time, there were some product managers from Rockwell as well as bridge player friends of mine who asked me to be part of their startup venture to help Pacific Bell develop their packet switching network, where one of the applications would allow people to play Bridge over the Internet. I got my business acumen from a guy named Roger Free, who developed the high-speed modem market from \$0 to \$80 million for Rockwell. As our venture was unexpectedly blocked by Bell South, I decided to start my own venture.

After I had success in getting corporate sponsorship for a bridge tournament, and was generating thousands of room-nights for the hotel industry, I decided to form a company in 1984 called Hotel Connections which was the pioneer of offering discounted hotel rooms for individual and group travel. The timing was great as my wife, Linda, had our daughter, Anna, and it allowed me not to have to travel playing Bridge, and spend as much time with Anna, and my wife, Linda.

When I sold Hotel Connections in 1994, I started World Business Services, whose business purpose was to identify one-of-a-kind ways that a business and/or an organization could save money and increase their sales, no matter what their vocation, no matter what the size of the business, and no matter what their geographic location, because there was no other entity that was doing that with no out-of-pocket upfront capital expenditure. The traditional management consulting business model requires clients to actually hire business consultants for hundreds of dollars an hour. While I have done management consulting to publicly traded companies myself, the World Business Services business model that I have created has sustained itself for twenty-seven (27) years. In 1998, the Dean of the School Of Business and Economics at Cal-State Hayward University invited me to teach Business Services Marketing in their School Of Business and Entrepreneurship which I did for a few years, as well as teaching that course in the MBA program in Marketing at Golden Gate University, in addition to running my company.

“What makes us different is we have the ability to offer mid-size and large companies the ability to have a company buy-out their receivable from a credit card processing class action suit that we recently facilitated. We literally helped deliver to an automotive after-market company over a \$300 thousand net refund this year as well as a \$300 thousand net refund to a specialty retailer at a time those companies really needed it because of the pandemic.” Ron Feldman

CEOCFO: *Is there something you would consider vital when starting a business?*

Mr. Feldman: If they have never run a business, I would tell them that before they decide to spend money or go find investors or friends and families that will invest in them, it is important to seek out free resources. The SBA has a great organization free service called SCORE.org that will help them with their business plan. They would also be well advised to seek free counseling from experienced business professionals before they launch their business.

CEOCFO: *Can you give us an example of how you helped a business?*

Mr. Feldman: From the refund standpoint there are businesses that do not know they are entitled to refunds. We have identified that anybody that has accepted credit cards can get a refund on fifteen years-worth of credit card processing from 2004 through 2018, including January of 2019. We also facilitate clients finding hidden payroll tax refunds.

What makes us different is we have the ability to offer mid-size and large companies the ability to have a company buy-out their receivable from a credit card processing class action suit that we recently facilitated. We literally helped deliver to an automotive after-market company over a \$300 thousand net refund this year as well as a \$300 thousand net refund to a specialty retailer at a time those companies really needed it because of the pandemic.

CEOCFO: *We came across a press release about the California certification regarding the government. Would you tell us about that and why now?*

Mr. Feldman: I was approached last year by an organization called NorCal PTAC (Procurement Technical Assistance Center). They talked to me about getting certified to have our programs so that we could be a government contractor. That was unique for us. This year we got certified by the State of California and we are excited about it because typically the government is looking for procurement.

What makes us different there is because we are offering cost savings. For example, we can facilitate free equipment of a new phone service system along with cost savings on phone and internet bills. We can also facilitate deployment of free green energy equipment for any client whose electric bill is over \$10,000 per month. We can deliver all of those things without any capital expenditure of debt service. We are very excited to help the government save money which is new.

CEO CFO: *How do people find World Business Services?*

Mr. Feldman: The easiest way is they can take a look at a one-minute video on our website that explains who we are and what we do which is worldbusinessservices.com. The other way is I partnered with other like-minded companies who wish to resell our services and vice versa. I personally have fluency in doing utility audits. I have been doing utility audits not only for my company but for a national organization for ten (10) years as a white label, under their moniker. I am just doing the back-end for their employees. We have a small cadre of business professionals that introduce our programs to their clients because what we do to help them is we show value by saving their clients' money. So, it does not matter, whether they had previously hired them to pay them management consulting services, or not. They can leverage our programs to show their clients real value. And, it also allows them to attract new customers and go back to their existing customers and save them money. We pay them a commission as an independent contractor.

CEO CFO: *What is ahead for World Business Services?*

Mr. Feldman: Back when I was running Hotel Connections in the 1980's, I helped Citicorp develop their global multi-party payment settlement system and received a U.S. Patent for an automated transaction processing technology I had invented which was later sold by a multi-National Law firm called Ocean Tomo that approached me unexpectedly. At that time, I was educated that domain names would be a commodity themselves. I had the forethought to reserve the domain name of Worldbusiness.com which is right now just a placeholder which contains business articles that I have written over the past year on some of programs that we have provided to our clients.

What I really want to be able to do is find someone who is socially conscience who can work with me on developing WorldBusiness.com globally to create American jobs and to really put together a new global B2B portal that will benefit everyone but particularly provide safe business transactions and payment solutions on a global basis over the internet. I am not the person that is going to be the vortex in bringing that opportunity to the marketplace. It is more of a matter that I need to partner with somebody to take that piece of my business, which is a stranded asset, and develop WorldBusiness.com for the greater good. I know that my company even though we own that domain name, could help a lot of people going forward by finding either a visionary business person or company, particularly now that internet business has been exploding on a global basis.