



**Eric Ross, Agency
Principal
Two Twelve Benefits**

Small Business
Leader of the Year Application



TABLE OF CONTENTS

PART 1

- Application

PART 2

- History & Philosophy
- Management
- Growth
- Innovation & Response to Adversity and Competition

PART 3

- Biography
- Statement of Merit
- Letters of Recommendation

APPLICATION

Part I:

1. Name: **Eric Ross** Title: **Agency Principal & Registered Nurse**
2. Company: **Two Twelve Benefits**
3. Business Phone: **904-332-9084** Email: eric@twotwelvebenefits.com
4. Business Address: **9905 Old St. Augustine Road. Suite 301. Jacksonville ,FL 32257**
5. Are you a member of the JAX Chamber? **Yes**
6. Your business is a **Corporation**
7. **Year company established:** 1986
8. Percentage of the business which you own: **33%**
9. Industry Type: **Financial and Health Care Services**
10. **Give a brief description of your company's products and/or services.** Employee Benefits engagement and guidance
11. Number of outlets or offices: **2**
12. Is the company headquartered in Jacksonville? **Yes**
13. Gross annual revenue: **\$1-5 million**
14. Number of employees: **1-25**

15. List Business/Trade/Professional and Civic/Service Associations and Positions held:

Firefighter/Paramedic, Registered Nurse, 2-15 license

16. Honors/Awards Received: Every Morning I wake up with close family and friends is an honor and an award. Everything else over the years is in a drawer gathering dust.

Small Business Leader of the Year

I have reviewed this application and confirm that all information given is correct:

Signature: Eric Ross

Date: 12/8/2023

HISTORY & PHILOSOPHY

I think it is important for me to acknowledge both a personal and professional History and Philosophy. Both of which go hand in hand...

I have a few simple philosophies I live by, that directly pour into my professional and Two Twelve's philosophy: OHANA over everything, or family over everything. Those in my family and those closest to me will attest that no work will ever be more important than they are. And the same line I tell my children, coworkers, and anyone who will listen:

- Be Kind.
- Learn Lots.
- Try your Best.
- Have fun.

More important than to "Be Nice" I think we all need to be reminded occasionally of some simple advice I was given at a young age: "Don't be an asshole."

I believe the majority of people really are trying to do what's right. Every one of us is living our own journey and trying to do the best we can with the cards we've been dealt. We all want to live a happy and fulfilling life. Well, one thing that makes that easier for all of us.... is to just be nice. Pretty simple, but occasionally not easy.

In regards to business, Two Twelve Benefits specifically, let me take you on a little journey....

This organization was founded over 30 years ago by the legendary Ray Strickland II out of Ocala, Florida originally called Benefit Advisors. He built this company from the ground up providing support to small businesses in what has become one of the most complicated and expensive items for any business: employee benefits and health insurance. Without Ray's vision, blood sweat and tears, Two Twelve Benefits would not exist today.

Fast forward to February 2020... After months of conversations with Ray and now current co-owners Joey and Adrienne Janssen, I joined the organization. We were still Benefits Advisors and had offices in Jacksonville, Ocala, and Sarasota at the time. We still serviced similar organizations ranging from 2-250 employees in all things Employee Benefits, Human Resources and Compliance. But at that same time, in February/March 2020 something crazy happened? Not sure who all remembers what it was called? Oh yeah, Covid 19....

I imagine everyone remembers the chaos that ensued, including for all 450+ businesses we serviced. There were more questions than answers. What was already a confusing, expensive and complicated industry (insurance and healthcare), became an even more confusing industry.

Knowing that there would be a transition in ownership in the near future, we collectively made a decision.... We would use this pause in the ordinary to change the entire company.... For the first 8 months we decided we would not take on any new business. We would put an extra emphasis on service for the companies we worked with, and we would improve and upgrade or entire service model, technology platforms, operational structure and sales approach. After 12 months of a full business renovation, all during Covid, we started to take on new clients based off of very certain criteria, service all clients using our new operational structure, technology, polices and core values.

HISTORY & PHILOSOPHY

While intentionally taking a slow approach to bringing on new business, we also decided it was time for a rebrand with all the internal changes and soon to be change in ownership. On June 1st, 2021 after 30+ years as Benefit Advisors, we became Two Twelve Benefits.

[Here is a brief video link if you have access](#), but we did not choose the name Two Twelve without a lot of thought.

What does Two Twelve Represent?....

What is water at 211 degrees?... Really, really hot water.

What is water at 212 degrees?.... Boiling water: Which creates steam, creating enough power to move trains and run power plants.

One Degree. One Change. Systematic Results

Every single person and business we work with and service all want the same thing: the best insurance and employee benefits for the lowest cost possible. And we know that. That will always be the biggest battle we fight on our clients behalf. However, what happens the other 330 days of the year when these organizations are not shopping for employee benefits. Most small to medium sized business have ONE major issue they are working to solve. ONE problem or frustration that may keep them up at night or directly contribute to them losing business or employees. That ONE... That ONE degree. That is our Philosophy. Be the one degree of separation. Give the ONE percent of extra effort. Save that ONE extra dollar. Make one more employee, coworker, friend or family member smile.

So.... All the way back to a couple hundred words ago to the personal philosophies that tie into Two Twelve. My family, close friends, and all the people I work with here at Two Twelve are my OHANA. And they will always be more important than any job.

The other personal philosophy: Be Kind, Learn Lots, Try our Best and Have Fun....

If everyone in this organization, and me personally are kind, never stop learning, do the best we can and enjoy the ride, we will all have successful careers and fulfilling lives



*Ohana: Family over everything.
The Ross Family, 2023*



Try your best and have fun along the way. Two Twelve Team Bonding, 2023



MANAGEMENT

Let me start this section by admitting I don't particularly care for the terms "management" or "manager." Maybe because I have previously had some managers that I didn't see eye to eye with or there may have been more micro-management than I would have preferred.

Throughout my childhood, young adult life and professional life I have had some incredible mentors, leaders and bosses. I believe my leadership approach comes from taking all of their best practices and combining those with my love for reading leadership and personal development books.

1. **Know when it is time to lead from the front, and when it is time to lead from the back.** There really is a big difference.
2. **Create an environment of trust.** If your people genuinely trust you, they have nothing to fear coming to you with anything, good or bad.
3. **Trust your people.** When you hire and develop anyone, you have to trust that they have the capability to perform their responsibilities without you always looking over their shoulder. My first Fire Lieutenant had a line I still live by. "Show me once, Watch me once. Go have Lunch." What does this mean? I believe we should only have to show someone how to do something a time or two. Watch them perform the task a time or two. Then trust that you can "go have lunch" or move on to another more vital project with the confidence that person is capable of performing.
4. **Radical Transparency** (great book by the way). Always lead with love. If you do that, and have an environment of trust, being honest and transparent will be effortless.
5. **Be available.** To the notion of trusting your people, you still have to be available to them. If they have questions or frustrations or need help with work (or even life), I will always be available for them.
6. **Hire Fast, Fire Faster.** I hope this doesn't come off as a negative comment, but I imagine anyone working in a small to medium size business can relate.... When you bring on a new person to a high performing team with a strong culture, you know very early if a new person is going to fit in well with this team. And so do they. Every time I have ever had to let an employee go, never fun, they completely understood and were often times already job seeking. More important to anything, if an employee is a cancer to a team or companies culture and success, cut out the cancerous cells. They are contagious.
7. **Put the right butts in the right seats.** If you have your best Sales person who is an extrovert spending all day doing excel forms and working behind a computer, it will not work. If you require and introvert who is incredibly detail oriented to be responsible for presenting to groups or client facing, it will not work. These are just tow of dozens of examples.
8. **Fail Fast, Fail Forward.** Failure is inevitable in business and life. Accept it, learn from it and keep moving forward.
9. **Be contagious.** As a leaders, we set the tone. Be positive, work in the trenches with your people. It is contagious.
10. **1:1 Say to Do Ratio.** Make sure that my and our teams say to do ratio is one to one. If we say we are going to do something, we do it.

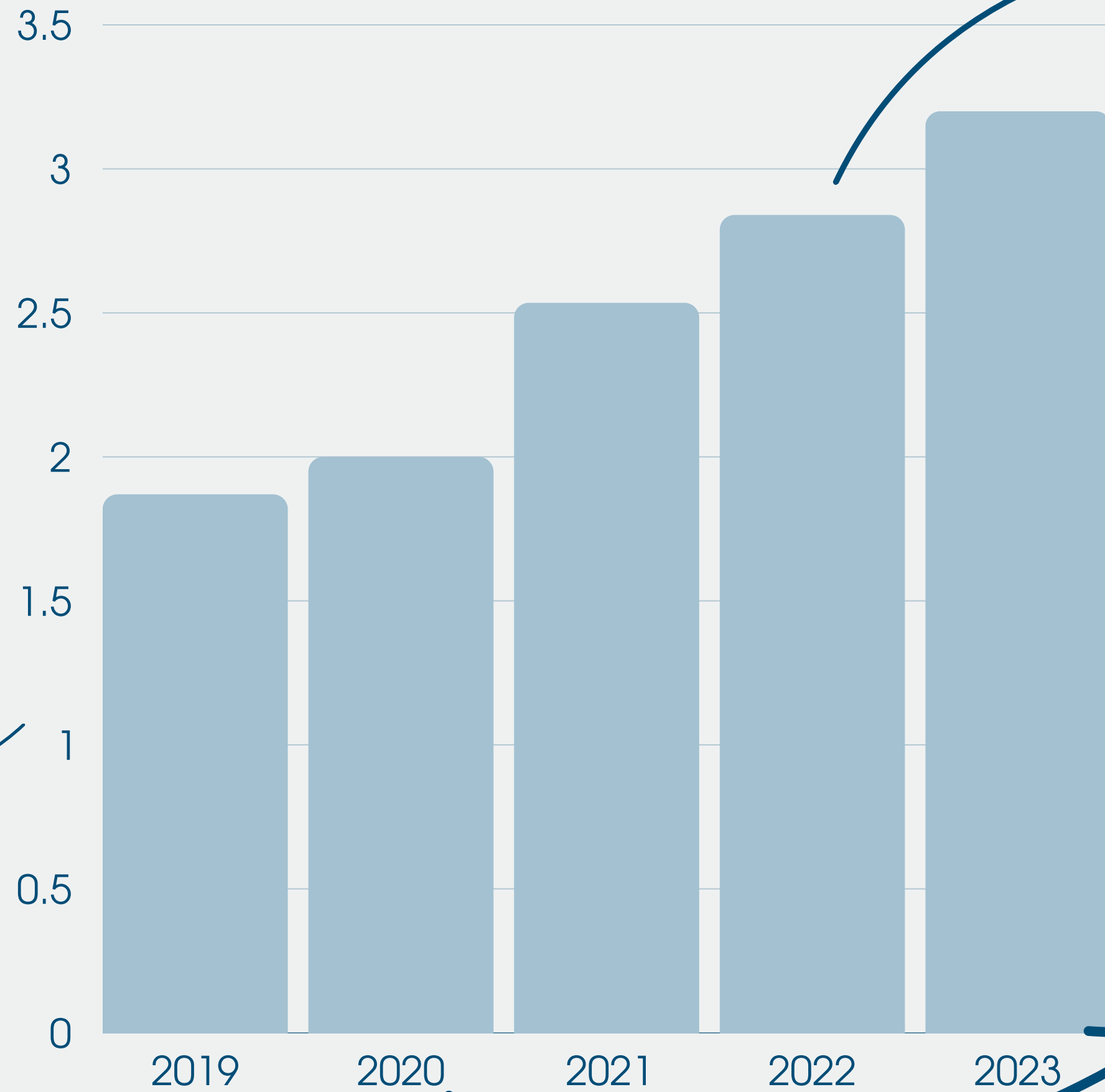
I will leave you with two of my favorite quotes, both by Sir Richard Branson:

"Train your people well enough so they can leave, treat them well enough so they don't want to."

"Clients do not come first. People come first. If you take care of your people, they will take care of your clients."



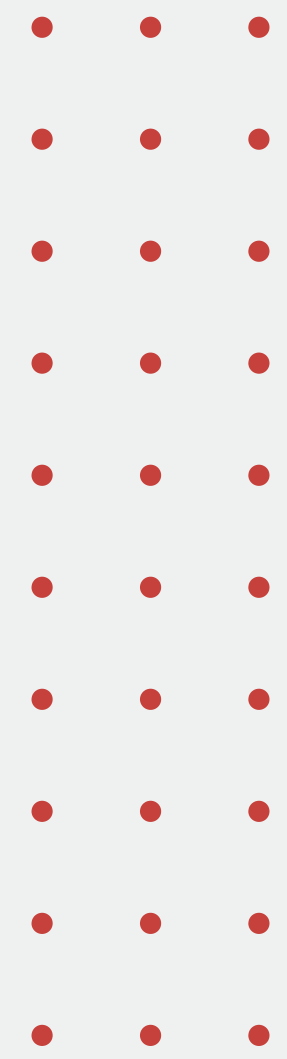
GROWTH



Total Revenue Growth in Millions

Current Leadership Team Acquires Two Twelve Benefits

Eric Ross Joins Two Twelve Team



INNOVATION & RESPONSE: ADVERSITY

What is the definition of Insanity?

“Doing the same thing over and over and expecting Different Results” -Albert Einstein

That is how I would describe innovation in health care, health insurance specifically in the last 20+ years. Unlike many industries, the health care model for companies and individuals to pay for care has not changed in decades other than the cost significantly rising.

When you are dealing with multibillion-dollar organizations (large hospital systems and large insurance carriers), making any significant changes would be comparable to making a fast U-turn with the Titanic... It is a huge undertaking, expensive and there are a lot of egos at stake.

While more technology companies and products are being created in health care, I think it is more to acknowledge the number companies and individuals who are engaged in conversations about their health care, and fighting back against rising health care costs.

That's our job... This is where we innovate and respond to adversity most. By educating the individuals and companies that want to fight back. Increasing access to care and improving Social Determinates of health needs to be a top priority. I believe this starts with a grass roots effort from the “end consumer,” AKA everyone who is frustrated with costs and navigating the complicated health care system. This is where we innovate and respond to adversity. By constantly being aware of what is available where, and what may be missing that needs to be created for our clients.

An unpopular opinion here, but individuals taking more ownership in their personal health and how they are spending their health care dollars will make bigger waves than trying to win the fight against publicly traded “insurance” companies. The same companies who's number one objective is to make as much profit as possible for themselves and their shareholders. This is where we innovate and respond to adversity. By helping individuals and companies interested in taking ownership and fighting along side you as an advocate.

This is why Two Twelve Benefits exists and what we hope to accomplish every day. To help individuals and companies take a more educated and hands on approach to being healthier, understanding how to play the “health care game” and save as much money as possible in the process.

Every person has a name. Every name has a story. Every story matters.

INNOVATION & RESPONSE: COMPETITION

My approach to competition is different than most I've met. I believe there is only one person we should be competing with every day. And that is ourselves.... Every day I compete to be a better person today than I was yesterday. Some days I win, some days I lose, but I am always moving forward.

From a traditional competition perspective, while Two Twelve Benefits does have other companies doing the same thing locally, we take the approach of "playing nice in the sand box." At the end of the day, organizations like ours exist to do what is best for a company and their employees. If a company is getting taken care of and getting what is best for their business, there is no competition. Everyone wins.

Two Twelve also happens to work in a very specific market: small to medium sized businesses (2-250). This is a space that the large Employee Benefit organizations are not traditionally built to support. They generally will not take on clients with less than 250 employees. We happen to play very nice in this sand box with the large shops and often get companies referred directly to us to take care of.

GOALS

Personal:

1. Short Term: To continue to be an advocate in the health care space for all of Northeast Florida.
2. Short Term: Directly Contribute to moving Duval county higher on Florida's Health County Rankings (currently 46th out of 67)
3. Long Term: Continue to lead by example for my family, friends and community.

Organizational:

1. Short Term: Continue to hire and develop future leaders and community advocates in North Florida to improve the overall cost and landscape of Health care.
2. Short Term: We have every intention of not being eligible for the JAX chamber's criteria for the small business category from a revenue standpoint. If our revenue does not surpass the maximum number for an Small Business leader to be eligible, I would be disappointed in 2024.
3. Two Twelve benefits will strive to be a "best in class" Employee Benefit organization and Northeast Florida's preferred partner for all small to medium-sized businesses. We have every intention of continuing to do what's right by always putting an emphasis on People over Profits.

BIOGRAPHY

Originally born and raised in Southeast Florida, or as I refer to it, the mean streets of Boca Raton....

I was proudly raised by 2 wonderful parents, Pete and Katy Ross, and had an older brother and best friend, Gerry Ross, who sadly passed away in 2015. I had a life growing up that any kid would be grateful for, which was the beginning of my perspective of always having an "attitude of gratitude." I did well enough in school, participated in multiple varsity sports, community programs, church and leadership activities but don't think now is the time to discuss all that.

I was one of those kids that grew up their entire lives saying, "I want to be a firefighter when I grow up."

Knowing that was my path, I decided I still wanted to have the college experience which is what led me to the beautiful city of Jacksonville in 2001 to attend the University of North Florida (Swoop). I will take this opportunity to omit my first couple years of college, mainly because most of it was a blur, but more specifically because it wasn't until 2004 when I decided to seriously pursue the career as a Firefighter/Paramedic. After graduating from UNF in December 2007 with a Major in Criminal Justice and minor in Psychology I immediately enrolled in EMT/Paramedic school followed by going to the Florida State Fire academy in Ocala, Florida to get certified as a Firefighter.

I wanted nothing more than to work for Jacksonville Fire and Rescue Department (JFRD) but life has an interesting way of going the opposite direction of what one was anticipating. JFRD was on a hiring freeze at the time, so I decided to take a job with Marion County Fire Rescue (Ocala area).

At the time I was frustrated to commute from Jacksonville to Ocala every third day for my 24 hour shift, but it ended up being one of the the greatest gifts I was ever given. I worked what I would consider the coolest job ever...

However, it came with some stress and difficulties I did not anticipate. We saved some lives, we lost some lives, we put out some fires, we gave back to the community amongst many other great things. But the sleepless nights and commuting back and forth from Atlantic Beach to Ocala started to wear on me. I was recently married to my incredible Wife, Stephanie, and we had our first child on his way (3 kiddos now 5,7 and 9).



BIO CONTINUED

As a husband and a new father I contemplated the risks of the job and how I could be a better father and husband. This led me to getting a degree from FSCJ in Nursing when my second career started as a self proclaimed "EntrepreNurse". Starting and scaling a few different companies in the health care space, I quickly learned I could make more of an impact on more people versus 1 patient in the back of an ambulance or 4 patients in a hospital while on shift. I found what I believe I was put here to do.

Fast forward to 2020 when I joined Two Twelve Benefits, the last few years have been the most rewarding and exciting years of my life personally and professionally. I have been blessed with more time with my family, way more opportunities to give back to the community I love, and have made serious waves in the Health Care landscape. And the best part... I truly believe I am just getting started.

STATEMENT OF MERRIT

To say being nominated for the Health Council Small Business Leader of the Year is an honor would be an understatement. I have had the privilege to work closely with some incredible people, especially the Health Council Board and other JAX Chamber representatives. To be voted on by my peers to represent the Health and wellness community here in Northeast Florida is something I wouldn't have ever predicted. While very unexpected, this honor is not something I will take lightly.

Access to healthcare, especially affordable healthcare, is an issue that is crippling the American dream. It is decimating family and individual's pocketbooks, credit, physical and mental well being. And I, like hundreds of thousands of other people, have had enough.

While winning the overall Small Business Leader of the Year would be great, that is not what I hope to accomplish from this experience. I cannot emphasize enough that I will be using this opportunity to educate and spread awareness for all those that are interested and willing to listen.

Educate on how to get and stay healthier. How to navigate the complicated Health Care system. How to save and spend money wisely for individuals and Small to Medium Sized businesses. The same people and businesses that are often neglected and overlooked in health care. The same group of people that make this City, State and country the great place we are.

I will never stop asking "What the Health Just Happened?!?" and "How can I help?"

LEADERSHIP & COMMUNITY CONTRIBUTIONS

I am going to go ahead and put leadership and community contributions in one bucket. When it comes to both, especially Community Contributions, I think there really are 3 ways to give back...

- With your Money.
- With your Time.
- With your attention.

While I do believe I give back in all 3 areas, I am not quite at the stage in life where I can give back as much financially as I would like. That day will come...

In the mean time, I give back with my time and attention as much as I can, especially in 2 unique ways.

Yes, I love volunteering my time through specific events, fundraisers, church and the chamber. However, the two ways that are different are the American Flags I make and donate and a local Radio Show/Podcast I do titled "What the Health Just Happened?!?"

It sounds random, and it is, but for the last few years it has been one of my favorite ways of giving back. I make custom American Flags for certain nonprofits that I will donate to fundraisers as a unique auction item. Each flag is custom made for the specific nonprofit and raffle and I love donating these one of a kind items that directly raise funds for the community.

Even more unique (and rewarding) is the radio show that we started January 2023 titled What the Health Just Happened?!?. Every week we have a guest on the show either educating our audience on all things health care, or raising awareness for a certain non profit and what big events they have coming up for the year. The show has continued to grow in popularity and has been a great resource to spread awareness for the companies and nonprofits that join



LEADERSHIP & COMMUNITY CONTRIBUTIONS



What The Health Just Happened?

A Healthcare & Healthy Practices Series

Join us on our journey to learn more about the health care landscape in our city. From health care industry insights, healthy work habits, or advice on a healthy mindset, we're just trying to figure out What the Health Just Happened?



Sat @ 7
RADIO SHOW AIRS LIVE ON WOKV 104.5 JACKSONVILLE

1000 FOLLOWERS ACROSS 3 STREAMING PLATFORMS

1500 AVERAGE UNIQUE VIEWS PER LINKEDIN POST

Production

Host & Content Director: Eric Ross - [Click for contact](#)

Production: Trey Lowell, Lowell Productions - [Click for contact](#)

Social & Content

YouTube - [Click thumbnails below to visit each playlist](#)

Podcasts - [Click to visit](#) **LinkedIn** - [Click to visit](#) **Instagram** - [Click to visit](#)

Scheduling

Adrienne Janssen - [Click for contact](#)

Sponsor

Two Twelve Benefits - [Click for contact](#)



Health Care



Business



Community



LEADERSHIP & COMMUNITY CONTRIBUTIONS



Nathan Walter, President & General Manager | Jacksonville Armada



Pete "The job Guy" Langlois, Partner | Ascendo Resources



Trey Lowell, Founder & Owner | Lowell Productions



Carlos R. Zamora M.D & John Moses, Regional Director of Marketing | Cardiac Vision



Colleen Morris & Kasey Repass | JDRF Northern Florida



Caitlin Brunell & Elana Schrader, MD | American Heart Association

LEADERSHIP & COMMUNITY CONTRIBUTIONS



LETTERS OF RECCOMENDATION



Dear Sirs/Madames:

I am writing this letter in support of Eric Ross' nomination as Small Business Leader of the Year (Health Division) in the JAX Chamber of Commerce. Through his work as Chief Strategy Officer at Two Twelve Benefits, a Jacksonville-based brokerage/consultancy that advises employers in northeast Florida and throughout the state on health insurance and wellness choices, Eric is a driving force in the region in improving health outcomes for thousands of Jacksonville-area residents. I have known and admired Eric for several years through the company I oversee, Patriot Growth Insurance Services, LLC; Two Twelve Benefits is now a partner firm of Patriot, and Eric has emerged as a leader nationally in developing innovative healthcare strategies for our company's clients and their employees throughout the United States.

Eric and his wife Stephanie are pillars of the Jacksonville community. In fact, as I write this letter, Eric is participating in a beach clean-up project on a frigid late November morning in northeast Florida! A registered nurse and a licensed paramedic, Eric's career is dedicated to improving the health and quality of life of Jacksonville-area residents. As the creator and host of the weekly radio program and podcast "What The Health Just Happened?", Eric and his guests deliver timely and valuable health-related information to a broad audience of listeners, paying his knowledge and passion forward for the benefit of the community he loves so much. Eric's kindness, lighthearted approach and fun-loving spirit combine to make WTHJH a "must-listen" for thousands of JAX residents each week!

For these and many other reasons, I can confidently and unequivocally endorse Eric Ross' nomination as Small Business Leader of the Year (Health Division) in the Jacksonville Chamber of Commerce – I can't imagine a more worthy candidate. Please feel free to reach out to me directly should you wish to discuss.

All the Best,

Matt Gardner

Matt Gardner
Chairman | CEO
mgardner@patriotqis.com

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Ft. Washington, PA 19034
Mobile: [\(215\) 260-2141](tel:(215)260-2141)

November 29, 2023

To Whom It May Concern,

I have had the pleasure of knowing Eric Ross personally for over 10 years. In the last 4 years I've had the opportunity to come to know Eric on a professional basis. What I am consistently aware of is the passion Eric exudes in all things health and wellness related. He is a champion of wellbeing in our industry and has an innate ability to positively influence those around him, peers and clients alike. His industry leadership is evidenced not only by success in his role at 212 Benefits, but also as the founder and host of "What the Health Just Happened" radio show. I am honored to submit this letter of recommendation for your consideration of Eric as the Small Business Leader of the Year for the Health Council. Eric's strength of character and unwavering dedication to his craft make him an excellent candidate and the Chamber can be proud to award him this accolade.

Sincerely,

Chris "Topher" Margolin
CEO

LETTERS OF RECCOMENDATION



To Whom It May Concern,

On behalf of Project Opioid at JAX Chamber, I would like to share my support for Eric Ross of Two Twelve Benefits in his bid for Small Business Leader of the Year.


As the North Florida Director of Project Opioid, I have the pleasure of working alongside dozens of business owners across ten different counties in our region, and it's rare to come across a leader like Eric, who not only has a great mind for business and expertise in his field but also an incredible heart for the people in the communities he serves.

Over the last year, I've had the opportunity to develop a relationship with Eric by serving as a guest twice on his podcast "What the Health Just Happened?!", where he educates the community on health-related issues and health disparities in our region. He has a passion for bringing awareness to mental health challenges and substance use disorders and leverages his platform to shine a spotlight on these topics, which helps to break down associated stigma and point people to life-saving resources.

It's evident when speaking with Eric that his passion for community health is equal to his ambitions as a business owner. Project Opioid was created to engage different community sectors in the fight against overdose, including local business, which isn't typically at the table when it comes to these issues. Eric has led by example through his engagement with our efforts to create prevention-minded and recovery-supportive workplaces, and he is truly a champion for the cause.

Eric Ross embodies what it means to take responsibility as a business leader in the mission of making our First Coast community a healthier place to live, work, and play. He uses his influence to give back in ways few others do, and for this reason and more, I hope you'll consider presenting him with the distinct honor of Small Business Leader of the Year.

Respectfully,


TJ Ward
North Florida Director
Project Opioid

To whom it May Concern,

I am writing this reference letter on behalf of Eric Ross.

Eric Ross is a unique individual who truly *cares* about people. He has dedicated his life to helping others live a healthier, more fulfilling life. His career exemplifies this as he is(or was):

- A Fire Fighter
- A Paramedic
- A Registered Nurse
- Someone who listens to, and advises clients on providing winning Benefit solutions to their employees
- The host of *What the Health Just Happened?* A radio show covering the healthcare landscape in Jacksonville. (Informative & entertaining!)
- A Wellness practitioner and advocate
- A devoted family man & friend.

Eric is leaving some wonderful footprints in the sand here in Jacksonville. As a business leader myself, I admire his many contributions to improving the health of the people in our community, and along the way, making us all smile more often.

Sincerely,
Pete

Pete 'The Job Guy' Langlois

Partner
P: 904.663.2664 | E: planglois@ascendo.com
10151 Deerwood Park Blvd, Building 400
Suite 150, Jacksonville FL 32256



Who is Pete the Job Guy? [Click here](#)

Board Member JDRF Northern Florida

<https://www.jdrf.org/northernflorida/>

Sponsor and Steering Committee Member, North Florida CFO Leadership Council 2022

<https://cfoleadershipcouncil.com/>

LETTERS OF RECCOMENDATION

To my beloved fellow Jax Chamber members and leadership,

I am writing this poem as the highest endorsement of the one and only, Eric Ross, for small business leader of the year. I hope it brings you a small bit of joy and solidifies his status as a legendary small business leader in this city we all love so much.

Middle aged backflips and endless passion

This man brings it all to his podcast session

True leadership builds bridges and inspires

You'll find wisdom and innovation if you kick his tires

Health care reform, employee wellness, and the Jags

The guy has no shortage of hashtags

But truly he is surrounded by business partners and friends

Because of the positivity and collaboration his attitude sends

So my Jax Chamber colleagues, should you encourage the eccentric?

I say, elect this man. Jacksonville needs to stay authentic

The End.

I hope you enjoyed my poetry. This business community is dynamic and growing because of people like Eric Ross. He is a true gem and I happily endorse his nomination for Small Business Leader of the Year.

Happy to elaborate more in the form of song. I'm a phone call away.

Sincerely,

Matthew Thompson, MD
Founder, CEO
Telescope Health



Matthew Thompson, MD, FACEP
CEO, Co-Founder

📞 904-373-5304
📠 913-220-1271
✉ mthompson@telescopehealth.com

841 Prudential Drive | Suite 1400 | Jacksonville, FL 32207

telescopehealth.com    

LETTERS OF RECCOMENDATION

Dear Selection Committee:

I have known Eric Ross for almost a year and in that year I can attest he has the attributes that any great small business leader should have. First and foremost, he is personable. The guy can adapt to an his audience like a chameleon can change colors. He can match energies appropriately regardless of your personality. To make an introverted wallflower or outgoing cheerleader feel comfortable, is a skill most people do not have.

Glowing personality can only get you so far. Luckily Eric has the industry and expert knowledge to back him up. He is always up to date with the latest healthcare trends, technologies and strategies. He is also the king of self-deprecation from an industry perspective, so expect to always get an authentic answer from him. However as transparent as he is about the negative, he usually has a positive outlook to end on.

Finally he has experience. Because Eric has had multiple careers in various fields, Eric provides dynamic, innovative insight from a multitude of perspectives. He has the ability to look at things from multiple viewpoints and provide feedback using those different perspectives.

As you can see I wholeheartedly recommend Eric Ross for Small Business Leader of the Year. If his contributions to the industry do not provide enough support for him to receive the award, his dad jokes alone should.

Regards,

Katie Howard, PHR

Katie Howard, PHR
Senior HR Consultant



Ph: 888-387-6851

Email: Katie.Howard@jmco.com

Website: www.jmco.com/hr-consulting/



December 5th, 2023

To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Eric Ross. I had been Eric's supervisor for approximately five years within the Healthcare Industry.

Eric was an absolute joy to work with. He was always pleasant and courteous to all his peers, clients, and subordinates. Eric demonstrates the character and qualities you look for in a true leader. He was always energetic and diligent in performing challenging tasks. He has shown excellence when orchestrating and implementing new protocols and strategies for multiples businesses.

Eric has always exemplified a high moral character and was an invaluable resource to me and our team. I hold Eric in the highest regard and will always consider him to be one the best leaders I've ever worked with. Eric has been greatly missed but our team wishes him the best and hopes that he always follows his aspirations.

Sincerely,

Ryan MacClellan

Entrepreneur

LETTERS OF RECCOMENDATION



Chamber executives,

It's a privilege to be able to recommend Eric Ross for leadership recognition. His impact on his organization goes beyond financial performance and business success. Eric's focus on people is what elevates him above other leaders. It isn't an act. It isn't performative. Real and genuine leaders create an environment of trust that can only be earned.

Eric's impact is beyond his own organization. In my role as President of a large national industry association, only a handful of people generate the amount of excitement and energy like, as we affectionately call him, "Hot Sauce" Ross. He makes my company better, and I am grateful for him.

Consider this a ringing endorsement for the person and leader, Eric Ross.

Scott Smith

Scott Smith
Founder/President
TRUE Network Advisors
205-567-3168
Scott@truenetworkadvisors.com

FROM THE DESK OF SANTA

SANTA'S VILLAGE, NORTH POLE



To Whom it may concern,

For those of you that don't know me, I go by many names. Santa, Santa Claus, Kriss Kringle, Saint Nicholas and many more...

I have had the pleasure of working closely with Eric Ross once a year for 40 years now. In our 40 years of collaborating, Mr. Ross has only been on the naughty list 3 times. Having worked with millions of people, this is an above average performance.

I recommend him highly for Jacksonville Chamber of Commerce SBLV and wish you all a Merry Christmas.

Sincerely,

The Big guy.

Santa Claus





**Eric Ross, Agency
Principal
Two Twelve Benefits**

Small Business
Leader of the Year Application