

LIVIA WHISENHUNT

CEO

PS Energy Group Inc



WOMEN'S BUSINESS ENTERPRISE STAR

FOUNDED: 1985

WBENC-CERTIFIED SINCE: 2006

HEADQUARTERED: Dunwoody, Georgia

ABOUT: PS Energy is an expert in fuel delivery, emergency fueling, and fuel management. We offer programs to help control energy costs, while keeping commercial fleets, public utilities and government agencies running at full capacity.

WEBSITE: www.psenergy.com

AWARDS: Regional Class IV Supplier of the Year – NMSDC; 2-time winner of GMSDC Supplier of the Year; Business Woman of the Year by the Georgia Hispanic Chamber of Commerce; Distinguished Honoree - Anna Maria Arias Foundation, honoring Latinas in business; Chairman Award, presented by the Latin American Chamber of Commerce of Georgia community

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QUESTION AND ANSWER

What values have led to and continue to support your business acumen? Share your business philosophy and its influence on your success. First and foremost, have integrity. Always make your decisions as if you think someone is watching you. I believe the speed of the leader determines the pace of the pack. I try to be a pace car for my company. My own leadership style is participative, fast, and fair.

What are the bigger challenges and barriers you've faced as a business owner? How have you overcome them? Being a woman in the fuel business, which was considered "a man's world," was a challenge in itself. I had to work hard, I believe, to secure business. Also, I faced capital constraints, but that led to many creative workarounds that I feel have made us a better company.

I am a firm believer in, "Where there is a will, there is a way." I don't give in easily to being told that I can't do something. Never say never and always forge ahead.

What advice do you have for a new entrepreneur? Act quickly. Do it now — talk about it later. I like to have an idea of most of the facts, but one has to act upon ideas and do things now and talk about them later, as opposed to a paralysis-by-analysis-type method. You have to trust your instincts.

Business is a dynamic, evolving entity, so you have to constantly be making decisions, even if it's decisions about the same thing you made previously. And, because you decide something, it doesn't mean it's etched in stone.

What do you view as benefits of being part of the WBENC network? Being a part of the WBENC network has allowed PS Energy access to hundreds of national corporations who are diversifying their supplier base by doing business with women-owned companies, as well as government agencies who are offering contracts to women-owned businesses. It has also opened up a network of other women-owned businesses with whom we have been able to form business and/or networking relationships.



Join Forces. Succeed Together.