

# Arthur Fyvolent: Saving pit bulls is rewarding

## Tips of the trade

**How do you manage the information flow?** If it's not in an e-mail it doesn't exist.

**Where do you get new ideas?** They usually pop into my head in the middle of the night. I toss and turn until I get up and start working on it.

**What's a valuable lesson a mentor taught you related to your profession?** Bill Bernbach taught me how to write for advertising. Tom Hall taught me how to make a dynamic presentation. Glen Peak is a brilliant strategist. When I am working on an idea, I hear him in my head telling me to stay on strategy.

**How do you measure your own success?** Happiness and family. Money comes and goes, but unless you make good friends, love your family and share your life with special people, what's the rest worth?

**How do you recharge your batteries?** Nothing recharges me like saving the life of a pit bull that would be killed in days without my help. Pits get a bad rap, but blame the owners not the dogs.

## Background check

**What was your first paid job?** I was 16 and an engraver at a sign company. They had no A/C. We drank Pepsi's all day and made signs.

**What did you want to be when you grew up?** I knew when I was 6 that I would be in advertising. I sent McDonald's and Valvoline advertising ideas. My father got a letter from McDonald's that said, "Thank you for your suggestions, but we have an advertising agency." That was it.

**What's the most personal item in your office, and why is it there?** A picture of my grandmother, who died at 103. She was inspirational and always said, "The best is yet to come," and I carry that philosophy with me every day.

**If you weren't in your current career, what would you be doing?** I always wanted to own a restaurant. I love to cook and entertain friends.

**What is your favorite activity with your family?** We love to have dinner together. With a busy schedule and an active teenager, it's great to catch up on the day's events, even if it's for 30 minutes.

**If you could have dinner with one person you've never met, who would it be and why?** Newt Gingrich. He generates great out of the box ideas that just seem to make sense.

**Who are your heroes in the business world and why?** Jack Welch, who built GE into a global powerhouse. Steve Jobs founded a little computer company called Apple, got fired, got rehired and the rest is history.

**What do you read for business and for pleasure?** I read tons of

## EXECUTIVE PROFILE

### WHO AM I?

**NAME:** Arthur S. Fyvolent

**TITLE AND COMPANY:** President, IDEAS4 Inc.

**YEARS WITH THE COMPANY:** 10

**YEARS IN TAMPA BAY:** My entire life

**NATURE OF BUSINESS:** Branding, marketing, advertising, Web development, SEO

**EDUCATION:** B.S., communications and B.S. political science, USF

### WHERE YOU GREW UP AND WHAT IT WAS LIKE:

I grew up in St. Petersburg in the '60s when Florida was sand dunes, long open beaches, scrub palmettos and no condos.

Web sites and e-mails. That's enough.

**Do you collect anything and if so, what?** My friends would say I collect pit bulls. I can't keep them all but try to find homes for as many as possible.

## Words to the wise

**Tell about a sticky situation in your life, business or personal, and how you got through it.** I had a business partner who was responsible for the business taxes. He never paid them, so I had to. No more partners after that.

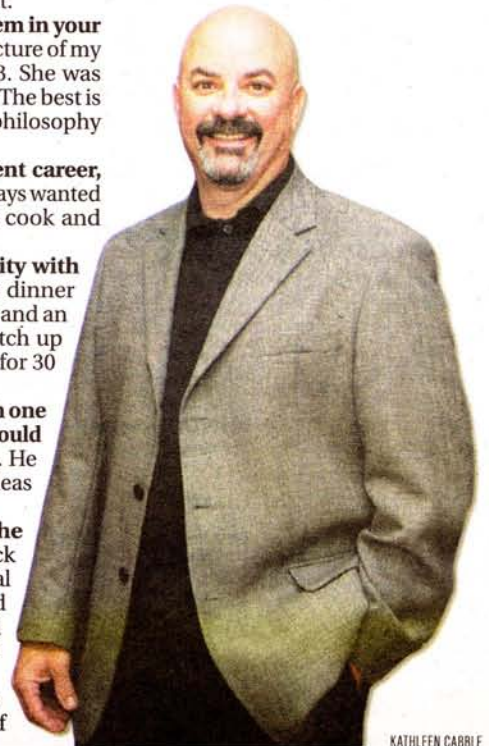
**How could Tampa Bay change to be more business friendly?** More local newspaper business information, and an annual large scale, affordable small business expo.

# TAMPA BAY Business Journal

MAY 15, 2009

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KATHLEEN CABBLE