



## Ponce Conaway, PL Logistics Courier Service

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**Location:** New Britain, CT **Impact on Local Community:** Hires locally, provides a local service

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*“My motivation is to serve people and be available to serve the needs of people to the best of my ability.”- Ponce Conaway*

Ponce Conaway has long dreamed of becoming a successful entrepreneur. He first began his career with a house cleaning business, having come from a family who had been cleaning houses for generations. When he started his own family a few years later, he decided to shift to more stable work and began truck driving to put his two children through school, which was his first priority. He never lost sight of his dream to become a successful entrepreneur, however, and was very happy when he could finally establish a new business, a courier service called PL Logistics, in New Britain, CT in 2006.

Ponce was inspired to start PL Logistics after noticing a lack of courier and delivery services in his area, and he thought his experience in the service and trucking industries gave him the perfect background to fill that need. Over the past nine years, his business has grown as he has acquired six delivery trucks and hired 10 part-time employees. In 2015, he expects to see his greatest business growth yet.

On top of his business success, Ponce has also been able to buy back a property that had previously been foreclosed on and has made this housing available for an employee and the employee’s 3-year-old daughter.

Despite his success, there are still many challenges Ponce faces in growing his business. One of these challenges is increasing his online exposure to attract customers, which is the reason he decided to seek out a loan. He met with a commercial bank to discuss loan options, but he was denied credit because his business was still growing and

showing losses. Thanks to a partnership between Accion and The Hartford through its Communities with Hart program, Ponce was able to get a \$5,000 loan to set up online marketing and develop an online payroll system to streamline employee pay. Through Communities with HART, The Hartford is supporting small business owners like Ponce who are having a positive impact in their communities.

By providing a local service and employing 10 people, PL Logistics is making an important contribution to the community. His services include

delivering important personal items such as medical records, legal documents, wedding rings and other valuables.

Ponce feels a strong connection to

the New Britain community, having lived there since he was 12 years old and having graduated from New Britain High School. His wife works for New Britain Public Schools, which their children attended as well.

“By being part of the school system and the community, you get to know and really feel a part of that community and want to make a difference,” Ponce said. Today, Ponce is most proud of his ability to serve people and fill a need. Ponce loves the independence that running his own business provides and that there is no limit to what he can achieve by being an entrepreneur.

