

# The Gazette

OF POLITICS AND BUSINESS

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## EXECUTIVE SNAPSHOT



LAURIE DEWITT/THE GAZETTE

## Barnett Lloyd

**Profession/business:** Owner of Brightstar, a health care staffing agency that provides non-medical home care to private clients, plus supplemental health care staff to corporate clients. “Our well-qualified, attentive caregivers provide peace of mind to clients and their families. We work to understand the needs of our clients and provide a customized care plan to match them with a qualified, prescreened caregiver who is compatible with their needs. BrightStar is one of the few home health care providers that is available to all clients 24/7.”

**Residence:** Silver Spring.

**Age:** 46.

**Family:** Single father with one daughter, Jessica.

**Hobbies:** Travel, community theater.

**Last book read:** “The Road Less Travelled: A New Psychology of Love, Traditional Values and Spiritual Growth,” by M. Scott Peck.

**Last movie seen:** “Transformers” — “the first one; it’s been a while.”

**Next vacation spot:** “I’d love to see Argentina.”

**Latest accomplishment:** “After years of planning and preparation, I have finally achieved my goal of opening a home health care company to provide quality care-giving services to seniors in the area, something I once was in need of for my family. BrightStar is not my ‘first’ business; however, it is my first in the health care industry. I spent 18 years in the banking industry with a focus on opening new offices and growing market share through the delivery of outstanding customer service and exceptional value. I decided to leave the industry and open a business in a recession-proof industry.”

**How he keeps fresh ideas coming:** “I try to surround myself with successful, positive-thinking entrepreneurs. I like to surround myself with small-business owners ‘also’ growing, whose efforts are tried and true and have proven profitable. I pick their brains and listen to ideas, trying to understand what makes ‘their’ business not just work, but learning how they work effectively and efficiently. I take ideas and the lessons I learned in 19 years of management to craft my own ... standing true to my work ethics and realizing the importance and difficulties of sacrifice. To make sure my company is always growing and improving, I consistently study the changing trends in the home health care and medical staffing industry. I want to provide a higher level of service that exceeds my clients’ and their families’ expectations at a very competitive price, while maintaining integrity and sensitivity during what could be a very difficult time for families.”

**Quote:** “Never grow a wishbone where a backbone ought to be.”