

Finding a happy niche

Written by Susan Vaughn



Susan Vaughn photo

NOT ALL DATA ARE DIGITIZED – June Bertucci shows her “treasure box” of thank you notes from her customers at Small Office Computer Support of Cape Cod. She was recently named Business Woman of the Year by the Cape Cod Chapter of the American Business Women’s Association.

Computer work suits June Bertucci to a tee

June Bertucci is a happy woman, running her own home-based business while being a mom to her two boys.

"I love what I do," Bertucci, 48, of Hyannis, said in an interview this week, and it's clear she means it as she talks excitedly about her 9-year-old company, Small Office Computer Support of Cape Cod.

The Cape Cod Chapter of the American Business Women's Association recognized her enthusiasm and dedication recently by naming her its Business Woman of the Year. Cheryl Sedaker, who headed the award selection committee and won the award last year, said, despite several fantastic candidates, "one nominee stood out above all the rest."

One can see why after meeting the petite and bubbly Bertucci, who defies stereotypical images of a computer geek.

Bertucci started her own business in 2004 after many years in the corporate world in Boston and other jobs on the Cape. She started working for the Bank of New England right out of high school, when the bank was introducing computers to office workers.

She did data processing at first and was named the data entry manager in the bank's first attempt at databasing and office automation and was then promoted to spreadsheet librarian. She learned she had a knack for computers and learning the basics of bits and bytes has served her well.

Bertucci moved over to the sixth largest Boston law firm of Gaston, Snow & Ely, Bartlett where, she said, "I cut my teeth" as a billing clerk in the data processing department, and soon became systems' administrator. She was responsible for the computer systems and network that supported more than 300 users and an interstate telecommunications hub.

"I was on the cusp" of the office and personal computer revolution, she said. After relocating to the Cape in 1991, she became a licensed day-care provider as a new mom, did computer work for a recruitment agency that became Monster.com and learned about the nonprofit world working for Barnstable Land Trust.

Then she realized she could take all of her experience and knowledge to start her own business, helping small businesses, nonprofits and individuals with all their computer needs. Those needs include repairs, upgrading new computers, solving e-mail problems, doing wireless installations, networking, and corporate and Geek Girl training. She can even help frustrated folk with Microsoft's new Windows 8 software.

"I'm a very conceptual thinker," she said. "I can find the solution with all my experience. I teach people how to be efficient and fast."

Bertucci has a wide range of clients, all acquired through personal referrals. Seventy percent of her clients are small businesses, such as plumbers, CPAs, golf courses. Thirty percent are home users, including older clients, the parents of clients, she said. Her oldest is about 95.

She likes helping nonprofits, such as WeCan. She shared a letter from one WeCan client who credited Bertucci with changing her life. "The testimonials are awesome," she said. "I work with awesome people. I get hugs."

She also gets plenty of personal thank you notes, which she saves in a small suitcase-shaped container she calls her "treasure box." Opening it, she pulled out a large pile of handwritten notes and several Christmas cards for the past nine years, picturing her with her two sons, Pete, now 20, and Mike, 15.

"Part of my big success is being able to be home with my two boys," she said. Pete is now helping her with some of the work.

Bertucci also had high praise for the business women's group, which she also has helped to bring to the highest level of technology and has served as vice president and president. "It's a very robust group. We are at record numbers, flirting with 100," she said.

After being in the corporate world for so long, she was pleased to find "powerful, professional women" on the Cape. "It's very supportive, not competitive. It's about networking, education and support," she said.

Small Office Computer Support of Cape Cod is at <http://socsofcc.com> and 508-771-7940