



Rock River Laboratory Inc

COWS AGREE, BALANCE IS BEST

SIDE HUSTLE: JPG Nutrition Consulting LLC

OWNER: John Goeser, Nutrition Director, Rock River Laboratory Inc.

ADVICE: Get paid for your experience.

John Goeser knows nutrition, especially when it comes to the dairy industry. As nutrition director for Rock River Laboratory with several academic degrees, Goeser has spent years fact-checking nutrition for dairy farms. When the need arose years ago for analysis and projection of the data he was checking, Goeser saw an opportunity for a side business.

Rock River Laboratory was not in the business of data analysis or projection, nor did it want to be. In response, Goeser started JPG Consulting to provide data analysis services using data collected through Rock River Laboratory. From there, he grew his side hustle business to include three more LLCs, including Cows Agree, an umbrella company that includes other consultants who contract with Rock River Laboratory.

Along with consulting, Goeser regularly writes industry articles, gives talks and webinars, and manages a rental property that one of his businesses rents from him. While most of his income comes from his primary W-2 position, his businesses are profitable and provide a large supplement to his income.

With two small children, three dogs, and a wife working outside of the home, time management can get tricky. Goeser keeps his priorities straight by focusing on the important tasks at hand. "I'm not a 60- to 70-hour-a-week kind of guy," he says. "Losing my dad unexpectedly caused me to reset my priorities."

Now he makes sure he's available to his family every morning and in the evenings even though that can be challenging. "I've got more than I can accomplish in any given week, so I'm constantly reprioritizing what I need to be working on."

The lesson he's learned to make it all work? Pay the experts. A solid reputation in the industry has shown Goeser that people are willing to pay for what he knows. This taught him to pay others when a task is outside his wheelhouse. "I need to make sure I have a team of advisors to help steer me," Goeser says of his team of accounting and legal experts that he consults with regularly.

He hopes to pass along the lessons he's learned to his own children when they are ready. "They are too young to understand now, but I want them to know how to make their way in business."