

# Building Stronger Banking Relationships for Business Success

*Sheila McMullen empowers business owners at The Liquidity Event with insights on banking relationships and financial readiness for growth.*

JACKSONVILLE, FL, UNITED STATES, April 9, 2025 /EINPresswire.com/ -- On February 20, 2025, local entrepreneurs, business leaders, and professionals gathered for [The Liquidity Event](#), Jacksonville's premier monthly business networking mixer. The February session, presented by The Entrepreneurist Podcast, sponsored by [Insurance Claim HQ](#), and hosted by Randolph Love III—founder of wealth protection firm [ShieldWolf Strongholds](#)—featured an energizing keynote from Sheila McMullen, Branch Vice President at VyStar Credit Union.

With a commanding blend of expertise and authenticity, Sheila McMullen captivated the audience as she challenged business owners to rethink their relationship with their banks. “Who do you call when something happens with your business?” she asked the crowd—emphasizing the critical need for a personal business banker, not just a faceless institution.

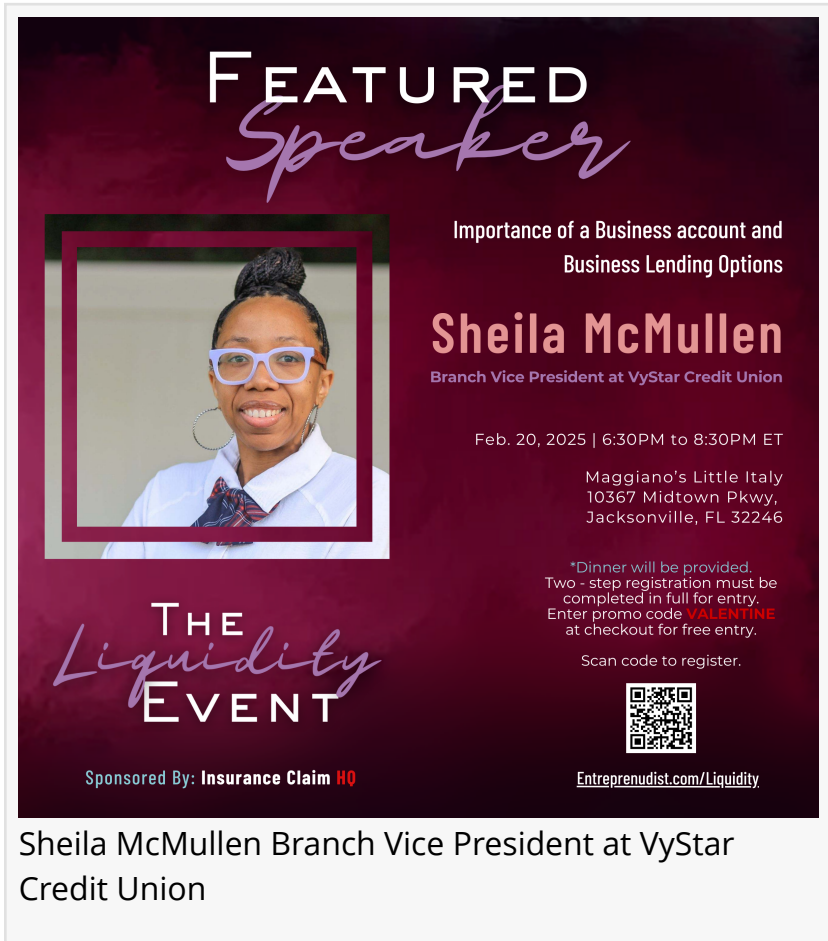
“

It's not just about getting money, It's about preparing you to succeed, with or without us.”

*Sheila McMullen*

McMullen's message struck a chord: true financial support goes far beyond opening an account. It means building relationships with a team—like VyStar's package of business bankers, CPAs, financial advisors, and underwriters—all working together to help business owners thrive. “It's not just about getting money,”

McMullen explained. “It's about preparing you to succeed, with or without us.”



The poster is for 'The Liquidity Event' featuring Sheila McMullen. It has a dark purple background. At the top, 'FEATURED Speaker' is written in white and pink script. In the center is a photo of Sheila McMullen, a woman with glasses and a white shirt. Below the photo, 'THE Liquidity EVENT' is written in white and pink script. To the right of the photo, the text reads: 'Importance of a Business account and Business Lending Options', 'Sheila McMullen', 'Branch Vice President at VyStar Credit Union', 'Feb. 20, 2025 | 6:30PM to 8:30PM ET', 'Maggiano's Little Italy 10367 Midtown Pkwy, Jacksonville, FL 32246', '\*Dinner will be provided. Two - step registration must be completed in full for entry. Enter promo code **VALENTINE** at checkout for free entry.', 'Scan code to register.' with a QR code, and 'Entrepreneurist.com/Liquidity'. At the bottom left, it says 'Sponsored By: Insurance Claim HQ'. Below the poster, the text 'Sheila McMullen Branch Vice President at VyStar Credit Union' is displayed.

With candid insights on why many loan applications fail and practical advice for building a banking relationship that works, McMullen's talk was both empowering and eye-opening. Her dedication to transparency and financial literacy made a lasting impression, showing attendees that real partnership begins with genuine service.

Are You Ready to Level Up Your Business Network?

The Liquidity Event isn't just another meet-and-greet. It's where financial empowerment meets real community. Business owners in Jacksonville and surrounding areas are encouraged to join this impactful gathering, held on the third Thursday of each month. Make connections, gain insights, and grow alongside professionals who understand your hustle.

Next Event:

- Third Thursday of Every Month
- Jacksonville, FL
- Presented by The Entreprenudist Podcast
- Sponsored by Insurance Claim HQ
- Hosted by Randolph Love III, ShieldWolf Strongholds

Don't miss your chance to build your business, one connection at a time.

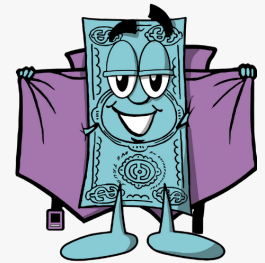
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# THE *Liquidity* EVENT

The Liquidity Event



The Entreprenudist Podcast Logo



## ShieldWolf Strongholds

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