



Meet Norman Ashley, owner of The Green Parasol Group...

1. Describe Your Business:

The Green Parasol Group provides Automated Teller Machine services to businesses in upstate New York and the Finger Lakes region. Because the business is owned and operated by an United States Army Veteran, it shares a vision and value system similar to what is instilled in the men and women of the military. "We are committed to conducting business in a courteous, fair, open manner with the highest degree of integrity. We provide our customers with only the best products and services," Norman says. "We are committed to being solutions oriented. We believe by empowering our employees to solve our customer's problems, we can best meet their service needs in a timely manner."

Norman adds that The Green Parasol Group works hard to be sensitive to the needs of each customer, and customizes their services for maximum profitability and convenience for the customer. He explained, "Whether you're looking for ATM service for a national retail chain store, university, municipality, convenience store, nightclub, hotel, restaurant, airport, office building, grocery store, casino, or shopping mall, we've got you covered."

2. Tell us your story:

Norman is a New York state native, having been born and raised in Brooklyn, NY. His family moved to Elmira in 1989, where he graduated from Southside High School. Norman served in the military from 1996 to 2003, and has been decorated for his numerous deployments and operations. "Upon returning home I faced the same trials and tribulations that a majority of veterans in our country face; economic and social uncertainty. After years of job insecurity, periods of unemployment, and the stress of not being able to provide financially for my family, I decided to invest in myself and the future of my children by becoming an entrepreneur," Norman explained. With the help and encouragement of his sister and brother-in-law, Norman started The Green Parasol Group. "I wanted to ensure that I would be able to leave a legacy for my family to continue to build upon, to be able to give back to the community, provide employment and resources for veterans, and to keep a promise to my recently deceased best-friend who was one of my strongest motivators and supporters," he added.

3. What has helped you succeed and gain experience?

Norman said that his faith in God, country, and his family are what the strength and dedication to succeed. "The past, present, and future dictate the education, skills, and life experience," Norman elaborated. "Being able to effectively persuade, motivate, lead, empower others, negotiate, act positively, create opportunities, and influence others."

4. What inspires you?

"In the Land of The Free; I am inspired by those who came before me," Norman said. "I'm motivated by several things in my work. Doing meaningful work, recognition and having the tools to be successful are the most important motivators for me."

5. What keeps you up at night? What are your challenges?

Norman mentioned several things that keep him up at night, including the country's economic state and unemployment rate, particularly for veterans. "The economic and systemic pieces would take too much time to move around to distribute everything within a reasonable amount of time," he said. "Millions of United States military veterans and citizens are starving in the streets, people without healthcare, without any resources, without homes."

6. What is your favorite local activity?

Norman's favorite local activity is being on-air at FMG Radio studios as an on-air personality and co-host. He enjoys working on music with various artists and labels.

7. Is there anything else we should know about you?

"For me, faith is a source of guidance in times of need," Norman stated. "It gives me inspiration in times of struggle, and motivates me in times of tribulations--success is not final and failure is not forever. It is the motivation we to choose that matters most."