

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

# OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



**FEATURING TOM IACOVONE**  
Trade Show Executive. Implementation Leader.  
Culture Builder.

*"Success is defined by the grit and discipline to carry plans across the finish line."*

AS FEATURED IN CHAPTER 14:  
**Turning Plans into Progress with Trade Show Pro, Tom Iacovone**

# CHAPTER 14: TURNING PLANS INTO PROGRESS WITH TRADE SHOW PRO, TOM IACOVONE

Tom Iacovone doesn't just talk about solving problems. He lives the implementation phase where most strategies get stuck. From coaching on the football field to transforming companies in the tradeshow space, Tom's leadership centers around grit, discipline, and action.

*"Implementation is where many companies hit a roadblock.  
Planning is easy. **Getting it done is hard.**"*

In his career, Tom has led through acquisition, rapid growth, post-COVID rebuilding, and complex structural overhauls. His experience has taught him that execution stalls not because leaders don't care, but because competing priorities, unclear plans, and resource constraints wear teams down.

*"You need a structured path forward, but also urgency. Clients move fast. So must we."*

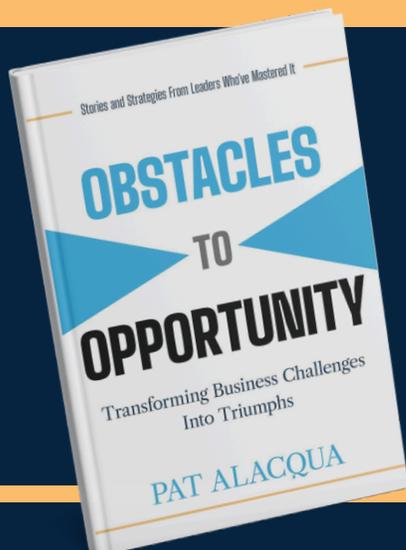
His approach? Break challenges into quadrants, prioritize, and move fast on the low-hanging fruit. Then sustain momentum through clear expectations, alignment, and constant communication.

**THE PLAN ONLY MATTERS IF YOU CAN EXECUTE IT.  
Leaders who prioritize implementation build organizations  
that don't just survive chaos. They thrive in it.**

## ABOUT TOM IACOVONE

Tom Iacovone is a trade show executive and former championship-winning coach who brings a bias toward action and clarity to every leadership challenge. As VP at Art Guild, he's responsible for internal culture, revenue growth, operations, and customer satisfaction. His chapter in *Obstacles to Opportunity* shares hard-won lessons about moving beyond problem-solving and into disciplined, results-driven execution.

**READ TOM'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER  
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



## ABOUT THE BOOK

*Obstacles to Opportunity* is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.