

Franchise Owner Case Study!

Name: Ginger Herrington
Number of Units Owned: 1
Year of First Opening: 2024

Franchise Locations:
- Northwest Jacksonville

In just eight months of business, Ginger Herrington achieved what many franchise owners hope to accomplish in their first few years. After opening the doors to AtWork – Northwest Jacksonville in April 2024, she closed out 2024 with 28 new clients, placing her second in AtWork's entire franchise system for new client acquisitions. She also staffed 45 temporary workers across Jacksonville, an impressive feat for a first-year owner navigating startup challenges in a competitive industry. Ginger has continued this impressive pace growing her sales and client base throughout 2025.

Ginger brings nearly 30 years of staffing expertise to her role as a franchisee. She has played various roles in the industry, including Vice President of Sales and Customer Experience at a national firm. But what truly sets her apart is her entrepreneurial drive. Growing up in a family of business owners, owning a business was always a dream for Ginger.

"After years in corporate staffing, I wanted something more personal, where I could build something of my own and be closer to the people I serve, both clients and talent," said Ginger. After opening in April, she hit the ground running, landing her first client within weeks. "It has been a year of being uncomfortable and stretching beyond what I thought I was capable of, but that is how I know I am growing. I am stronger and better in year two because of the challenges I faced in year one," said Ginger.

Her reputation in the staffing world and her commitment to personalized service have allowed her to grow quickly within the logistics, hospitality, and manufacturing industries. What sets Ginger apart is not her impressive first-year metrics but her dedication to building long-lasting business relationships.

Ginger works with nursing homes, port-related operations, and manufacturing, all with a focus on small- to mid-size businesses so that she can build a true partnership with the businesses. She meets business owners and decision-makers directly to understand their needs and sets aside time with her talent to ensure she provides the right fit for everyone involved. As a result, she has experienced a minimal no-show rate and a less-than-industry-average turnover rate.

She also strongly advocates for other women in business by regularly connecting with other female entrepreneurs. She believes that women should share their perspectives and grow together. "Together we are strong," said Ginger. "Even if we come from different fields, we can all contribute something valuable."

Ginger is early in her journey with AtWork but is already collecting accolades, including earning the system's Rookie of the Year. She's built a strong foundation for a thriving business. Her passion, experience, and perseverance put her well beyond her years in franchising.

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