



JEFF BUESING

SYSTEMS, BRANDS, VENTURES

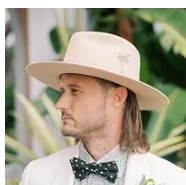
Building what comes next.

MEDIA KIT / OCTOBER 2026

Entrepreneur. Operator. Author.

Principal, Labor Group | South Florida

Jeff Buesing is a South Florida-based entrepreneur, operator, and Principal of Labor Group. His work spans business strategy, digital execution, AI implementation, and operations. He is also the author of *Ride the Wave: A Story of Courage and Calm*, a children's picture book illustrated by AC Cable and published by Flowstate Studio.



INTERVIEWS & MEDIA INQUIRIES

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jeffbuesing.com/about/

Interview topics

Business strategy that carries through to implementation. Digital commerce and customer experience. Practical AI with accountable human review. The creative process behind *Ride the Wave*.

REFERENCE PAGES [Jeff Buesing / About](#) / [Labor Group / Principal profile](#) / [Ride the Wave / Official book information](#)

The work behind the name.

Jeff Buesing is an entrepreneur and operator whose work connects business strategy with the systems and customer experiences that put it into practice. Based in South Florida, he is Principal of Labor Group, an independent consulting firm working across digital execution, AI implementation, operations, acquisitions, and capital-raising support.

His current work spans The Weekly, Club Moke, and consulting and implementation for New York Mobile. He also contributes brand, digital experience, systems, and business development as a partner to Dr. Phil Good. The relationships differ: operating ventures, consulting engagements, and partnerships are not interchangeable.

His earlier founder experience includes co-founding HoopStudy with basketball trainer DJ Sackmann and founding New Frontier Presents. Alongside his business work, he is the author of Ride the Wave: A Story of Courage and Calm. Its surfing-inspired story explores patience, courage, and trying again, with illustrations by AC Cable and publication by Flowstate Studio.

Selected roles

Labor Group [Principal](#)

Business strategy, digital execution, AI implementation, and operations.

The Weekly [Operator-led venture](#)

Brand, digital commerce, and operations.

Club Moke [Operator-led venture](#)

Brand, online booking experience, and operations.

New York Mobile [Consulting & implementation](#)

Product, digital strategy, and customer experience.

Dr. Phil Good [Business & digital partner](#)

Partnered with Chef Phil Lendof, the chef and founder.

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From reservation to fulfillment.

Club Moke / A workflow to examine

The operating question

A rental website has to connect a visitor's plans with the information needed to deliver the service: when the rental begins and ends, which vehicle is chosen, and whether the customer will collect it or request delivery.

The connected workflow

Club Moke's public reservation interface brings date and time selection, pickup or delivery, vehicle choice, a reservation summary, and the route to customer details and payment into one flow. Pickup and delivery expose different information requirements. This is a concrete interface a reporter can inspect, not only a concept slide.

Jeff's involvement

Jeff works across Club Moke's brand, online booking experience, and operations. The example offers a specific starting point for an interview: the decisions connecting the online journey with the work behind it.

A useful AI conversation

The reservation flow illustrates business-process design, not an AI-driven checkout. Separately, Labor Group describes Gary as a locally operated agent using models from multiple providers, with human review. Its public workflow examples are explicitly illustrative, not a live agent demonstration.

Questions for an interview

What must an operator decide before automating a workflow? Which steps benefit from model assistance, and which need fixed rules? Who owns exceptions and consequential decisions?

Scope: a public workflow example, not a measured performance study. No conversion, revenue, or time-saving result is claimed.

REFERENCE PAGES [Club Moke / About](#) / [Club Moke / Reservation interface](#) / [Labor Group / Gary](#)

Ride the Wave

A Story of Courage and Calm



A young surfer discovers that balance takes practice and a fall is not the end of the story. Ride the Wave uses rhyme and an ocean setting to explore courage, calm, patience, and the confidence to try again.

Author: Jeff Buesing

Illustrations: AC Cable

Publisher: Flowstate Studio

Language / format: English / Paperback

Paperback ISBN: 9798241868664

The origin

Jeff's author biography describes the book's inspiration as the lessons of surfing: learning through wipeouts, practicing patience, and taking another opportunity to try.

Conversation themes

Translating a lived lesson into a story for children. The difference between patience and passivity. Working across business-building and a creative project. Why trying again is a theme worth returning to.

Book information & interviews

[Official book website](#) / [Author biography](#)

Paperback purchase: [Amazon listing](#)

For interviews, additional images, or review-copy inquiries: info@labor-group.com. Image permissions and required credit lines should be confirmed before publication.

REFERENCE PAGES [Ride the Wave](#) / [Official book information](#) / [Jeff Buesing](#) / [Lulu author profile](#) / [Jeff Buesing](#) / [Public contact](#)