

WELCOME TO THE  
FIRST ISSUE OF OCTANE,  
THE NEW EO NEWSLETTER!

# CONQUERING MANAGEMENT MOUNTAINS

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A WINNING COMBINATION FOR  
CHICAGO UNIVERSITY

EO The Entrepreneurs' Organization Newsletter

# octane



## Entrepreneurs' Organization

Where the drive is at the heart  
of life. Where members unite  
in a global community that  
enriches lives through dynamic  
peer-to-peer learning,  
connections to experts and  
once-in-a-lifetime experiences.

Where it's not just a drive,  
it's overdrive...

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## COVER STORY

# Conquering Management Mountains

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With the first half of the EO 2005/2006 fiscal year behind us and a new newsletter at your door, it's the perfect time for us to look back on the triumphs — and the challenges — that we've managed through so far this year.

We made the decision to move on without the CEO who was hired in 2005, but because of strong leadership and a devoted professional staff, we have watched the organization grow at a record rate in the last year. We sold out three programs in less than a year and are planning events like never before. We now have chapters on six continents, and Forum has spread to even more regions, with more than 90% of members actively enrolled. We unveiled the new EO brand and are working to implement it in every facet of the organization. Yet, we are facing differing opinions on the brand, the YEO/WEO peer groups and the leadership of the organization in general. We are an organization of strong-willed and strong-minded individuals who seek to make their mark on the world, and everyone wants to be heard.

And you know what, we love it! We know that managing any business or organization isn't supposed to be easy. You take credit for managing successfully, and you take responsibility when managing through crisis. But we do it. Why? Because we love it. Something in us responds to the challenge. It makes us feel alive.

As a member, you know exactly what we're talking about. You deal with the same frustrations and rewards when running your own business. You feel beat up at times, and other days you feel like a champion, but you wouldn't have it any other way. Your inner drive and the constant battle between crisis and triumph fuel you from day to day, and you keep coming back for more.

**That's how we work. We're just wired that way. It's who we are. We are entrepreneurs.**



**Mick Mullins**  
YEO President  
EO Brisbane  
2005/2006



**Myles Sherman**  
WEO President  
WEO Houston  
2005/2006

- **WELCOME TO THE FIRST ISSUE** of *Octane*, EO's new quarterly print newsletter. This publication replaces *AXIS* and brings to you take-away value and EO information in a bold new format. This publication is built for EO members using your personal stories and expert knowledge. We look forward to reading your submissions and continuing to design a newsletter specifically for you. Please email your comments and submissions to [octane@eonetwork.org](mailto:octane@eonetwork.org).
- **WE ARE HAPPY TO ANNOUNCE** that the newly branded EO recruitment and new member kits are completed and being distributed to chapters and new members around the world!
- **OH YES, WE'RE GLOBAL.** In fact, we are in the process of planning the next EO University in Tokyo, Japan for March/April 2007.
- **IF YOU HAVEN'T HEARD**, EO event attendance is increasing, including Marrakech University, the South Africa Expedition and the Forum Retreat Gathering in Las Vegas
- **WE WANT TO TAP THE NEXT GENERATION** of entrepreneurs, so we are working to develop and improve on two vital programs for young entrepreneurs: the EO Accelerator Program and the Global Student Entrepreneur Awards (GSEA). Look inside for more information!
- **HOW CAN WE IMPROVE YOUR MEMBERSHIP** experience? We've started by creating a Forum department to focus on supporting and improving this vital member benefit. Michael Fine heads up this department as the vice president.
- **NEW REGIONS ARE EXPLODING!** We have launched a new chapter in Dublin, Ireland and are working to launch new chapters in Oklahoma City, Oklahoma and Puerto Rico.

## THANK YOU

- **DEDICATED MEMBERS LEADERS** like **Michael Caito** are what keep this organization growing strong. As the North American regional director, Caito led the first-ever Canadian Presidents Meeting in Calgary, Alberta, Canada in February 2006, which was a huge success! Thank you!
- **INAYAH SHAKOOR**, EO's marketing and graphic design specialist, hit the ground running when she came on in August 2005 and spent the next few months designing and helping oversee the creation of the brand new EO recruitment and new member kits.

# QUOTED &

QUOTED & NOTED

## NEXT STEP PUBLISHING WINS WEB AWARD



Next Step Publishing, owned by EO Rochester member **David Mammano**, won a Standard of Excellence Web Award in September 2005.

Web Awards are given by the Web Marketing Association based on website design, innovation, content, technology, interactivity, copywriting and ease of use.

## INTERFACE TECHNOLOGIES INC. NAMED TO SOFTWARE MAGAZINE'S SOFTWARE 500

Interface Technologies Inc. (ITI), owned by Raleigh-Durham member **Kelly Campbell**, was named to the 2005 Software 500, *Software* magazine's list of the world's foremost software and services providers. Interface Technologies Inc. is a business technology consulting firm, a custom software development enterprise and a technical resource to the legal community.

## PUBLICOM WINS COOL PLACES TO WORK AWARD

Publicom Inc., owned by **Jim Wardlaw** of EO Detroit, was named one of 60 Cool Places to Work in Michigan as a result of an employee nomination that cited team building and flexible work schedules as evidence of the company's "cool" factor. Founded in 1979, Publicom Inc. provides advertising, strategic planning, marketing research, media planning services and public relations counsel to firms in a variety of service industries.

## CAROLINE PLUMB NAMED AS TOP FEMALE ACHIEVER

EO London member **Caroline Plumb**, founder of FreshMinds, has been named as one of the UK's top female achievers in *Management Today's* annual survey of the 35 Most Powerful Women Under 35. It's the second time since 2003 that the co-founder of research and recruitment company FreshMinds has been selected from role model candidates from sectors including business, politics, finance and fashion.

## HANSON RECEIVES PRESIDENT'S AWARD FROM AAED



**Scott Hanson**, president of HMA Public Relations and a member of EO Arizona, has received the President's Award from the Arizona Association

for Economic Development (AAED). HMA Public Relations is a full-service public relations and marketing communications agency. The award is presented in appreciation to those who have distinguished themselves in their efforts to improve Arizona.

## FINELINE SOLUTIONS CEO NAMED ENTREPRENEUR OF THE YEAR



**Polly Craik**, president and CEO of FineLine Integrated Response Solutions and EO Winnipeg member, has been named Entrepreneur of the

Year by *Manitoba Business* magazine after her company registered a five-fold increase in revenue over the last five years. Craik, whose company provides call center, data management and payment processing solutions to clients throughout North America, is the first woman to ever receive this prestigious award.

## EIGHT EO MEMBERS NAMED TO THE PITTSBURGH 100

EO Pittsburgh is proud to announce that eight of its members were named to The Pittsburgh 100, the city's annual list of fastest growing companies.

EO members who received this award include:

**Ron Faherty**, American Road Lines; **Pete Dochinez**, Trustmont Financial Group; **Eric Hoffman**, Quantapoint; **John Henne**, Henne Jewelers; **Todd Patterson**, Think Inc.; **Howard Schwartz**, HDS Marketing; **Stacey Pape**, Pape Floor Coverings; and **Eric Koval**, Black Diamond Energy.

## GROUNDLOOR MEDIA RECEIVES BRONZE ANVIL FROM PRSA



GroundFloor Media (GFM), owned by EO Colorado board member **Laura Love**, received a national Bronze Anvil Award

from the Public Relations Society of America (PRSA) for a customized press package it developed for its client, Portus Funds. GFM was the only PR agency headquartered in Colorado to receive this Bronze Anvil, the first the growing agency has been awarded.

## WEBXITES ONE OF ENTREPRENEUR MAGAZINE'S HOT 100



After posting 1,500 percent revenue growth last year, Houston-based WebXites was honored as the 50th fastest growing company in the United

States by *Entrepreneur* magazine. Founded by EO Houston member **Gene McCubbin** in 2001, WebXites offers a full website design and marketing solution, offering the tools and technology to help create, manage and promote small business Internet presence.

## KOVAL RECEIVES PENN STATE AWARD



**Eric D. Koval**, EO Pittsburgh member and president of Black Diamond Energy Inc., was the recipient of the 2005

Graduates of Earth and Mineral Sciences (GEMS) Alumni Achievement Award from The Pennsylvania State University. The GEMS Alumni Achievement Award is given by the college's alumni constituent society to recognize an outstanding achievement by other outstanding EMS Alumni.

## ACCOLO INC. NAMED 2005 RECRUITMENT PROCESS OUTSOURCER OF THE YEAR

Accolo Inc. was named the Recruitment Process Outsourcer of the Year for 2005 at the HRO World Conference in New York. The selection panel consisted of industry experts from Piper Jaffray, Yankee Group, Moors & Cabot and Aberdeen Group. Accolo Inc., an innovator in professional networking based Recruitment Process Outsourcing (RPO), is owned by EO San Francisco member **John Younger**.

## LONGTIME EO FRIEND PASSES AWAY

After a long battle with cancer, Nancy Ransom, wife of former WEO President **Steve Ransom**, died on 1 January 2006. Nancy was a close and longtime friend of the organization and of many EO members. We would like to extend our thoughts to the Ransom family.

# NOTED

Share your successes with your EO peers by sending an email detailing any recognition you recently received to [octane@eonetwork.org](mailto:octane@eonetwork.org).

# LESSONS FROM

BY MICHAEL SCHNEIDER  
EO LOS ANGELES



Michael Schneider is president of Fluidesign Inc., an integrated design and technology firm specializing in website design. He was recognized by *BusinessWeek Online* in 2005 as one of the United States' most talented entrepreneurs under 25.

**It should have been a warning sign** when, over lunch at a swanky Los Angeles restaurant, my new partner gave me the stupendously unsavvy advice, “Never put anything in writing.” It should have been a warning sign when that same advice maven’s flashy car disappeared. But, I ignored the warning signs until it was too late. Only then did I learn that my new partner applied his aforementioned mantra to our company... and I would have to pay the price.

What seems so painfully obvious to me now was difficult to ascertain in January 2000 when I first met Martin Shuman (name changed to protect the “innocent”). I was in the second semester of my freshman year at the University of Southern California (USC) and had gotten the ball rolling quickly at my company, Fluidesign. Things were looking good, and Shuman’s company quickly became a substantial client of Fluidesign.

But, Shuman wanted to be more than a good client. He wanted a piece of the action. I was 19 — I could not legally buy a drink — but I could sign over half of my company to a 29-year-old with an uncanny ability to schmooze. I did just that.

*I took the bait, with dreams of retiring before my 21st birthday.*

Shuman planned to leverage his existing relationship with a billionaire Los Angeles businessman into a deal that would net Fluidesign a partnership and an IPO within six months. It would also net us millions (upon millions) of dollars. I took the bait, with dreams of retiring before my 21st birthday.

At first, things were wonderful. Shuman introduced me to the pillars of the Los Angeles business world and Fluidesign moved into a gleaming new office with his sister as our bookkeeper. By the time Shuman gave me that alarming piece of advice — never put anything in writing — I should have had a feeling that something was not right. But hey, we were having fun.

A few months later, he asked for access to Fluidesign’s merchant account, as he could not get one due to a bank error. Like his “unnecessary” car that was actually repossessed, there was no bank error, just horrifically bad credit. I became weary of his motives but relented with what I thought was a fail-safe.

In May 2001, I got him to do exactly what he had advised against: I made him sign a contract stating that he would be personally responsible for any charges run through Fluidesign’s merchant account on his behalf. While abroad, I received a telephone call from my bank saying that there had been an abnormal amount of activity on the company’s merchant account. I questioned Shuman about this and was assured that he could back up every charge.

I flew back to L.A. and discovered that all of the charges Shuman had processed were being disputed (in excess of US\$25,000), and that Shuman (with his sister’s help) had emptied Fluidesign’s bank account. That was it. Shuman disappeared. He no longer took my telephone calls and never came back to the office. Luckily, I knew an excellent and inexpensive lawyer— my father.

## IT WON'T HAPPEN AGAIN!

### TIPS FOR AVOIDING EMBEZZLEMENT IN YOUR COMPANY

Jeff Samuelson, EO Cincinnati, offers these tips to fellow EO members that could have saved him US\$200,000 that was embezzled from his companies JZ Homes Ltd and JZ Construction LLC.

A year and a half later, I had repaid all of Fluidesign’s debts, settled all outstanding lawsuits and put the company back on track. It was then that I learned the most painful lesson of all: Even if you are right, and even if the court says you should be repaid, you will not necessarily see your money.

*I learned not to ignore the most basic human tool: instinct.*

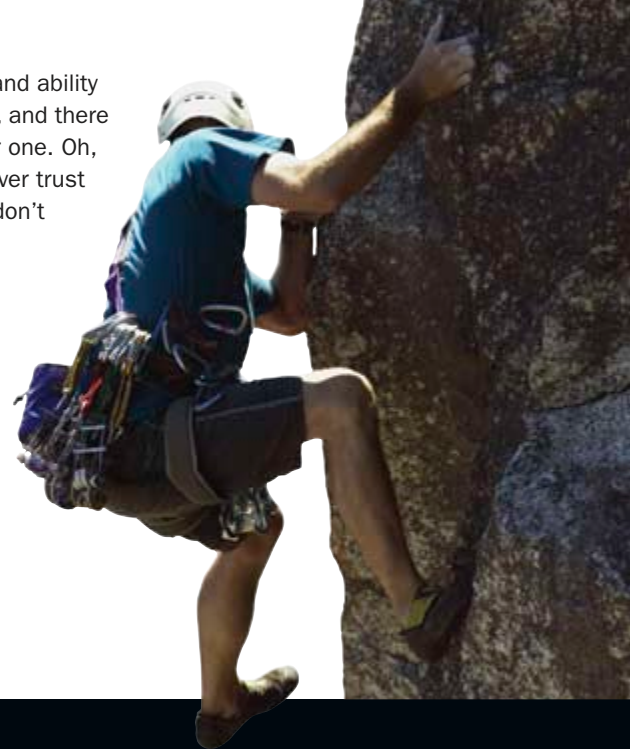


# M THE EDGE

With the benefit of hindsight, I am pleased this unfortunate experience occurred at such an early stage in my business career. What cost me about US\$60,000 then would cost me 10 times that figure today. I also gained lessons that will last a lifetime. *I learned not to give away equity but to make people buy it.* It shows that they believe in it. *I learned not to view a partner's actions in a vacuum.* If someone is disingenuous with his partner, he is surely the same way with his customers and other business associates. *I learned not to ignore the most basic human tool: instinct.* No amount of promise, no matter how sweet it sounds, is worth going against your gut.

I also realized that most people believe what they want to believe. At the time, I wanted so badly what Shuman promised that I compromised my core value system. I ignored all the warning signs. I learned

that in the end, honesty and ability are what take you places, and there is no substitute for either one. Oh, and one more thing... Never trust someone who says they don't need a car in L.A. ☹



1 I now have my bank statements sent to my home. I open them myself, review them and *then* bring them in the office.

2 I perform my own reconciliation of accounts. This not only keeps me safe, but it also keeps my finger on the pulse of the company.

3 I have separate people enter checks and invoices into the computer from those who balance the checkbook.

4 I now make people in my key financial accounting positions take week-long vacations. Another employee is often the one who catches the abnormalities in the finances.

5 If you have employees, **run**, do not walk, to get Employee Dishonesty Insurance. This is my only hope of getting any of my money back.

6 Finally, do not convince yourself this cannot happen to you. Two members complained about this exact thing years ago. I thought that it could not happen to me. It can, does and will if you do not protect yourself.



Marrakech  
EO University

5-9 April 2006

[www.eonetwork.org/universities/marrakech](http://www.eonetwork.org/universities/marrakech)

# THREE TOOLS I'VE USED TO SUCCEED

**BRIAN SCUDAMORE**  
EO VANCOUVER



Brian Scudamore, an EO Vancouver member and owner of 1-800-GOT-JUNK?, was chosen as a winner in *Fortune* magazine's Best Bosses contest. He was selected from 1,000 nominees and 15 finalists.

**Why do some businesses fail** while others succeed? I have searched for the answer to that question since I began my business 16 years ago. In my search for knowledge and professional guidance, I have worked with and learned from hundreds of successful entrepreneurs and top-level executives. The more time I spent getting to know these people, the clearer it became that each of them shared three common characteristics that ultimately defined their success: focus, faith and effort (FFE).

## Focus

There is an amazing power in focus. Just think of a laser beam—a narrowly focused beam of light that is so powerful it can cut through steel. Focus in business has similar powers. What do we need to be focused on?

Let's start with the entrepreneur. Few entrepreneurs have made it big by focusing on multiple industries or products. We all have limited time and limited bandwidth. Dividing your energy among different businesses or different projects greatly reduces your momentum.

Focus on customers. I see this fail all too often in our business when a franchise partner thinks he will get better results trying to market to everyone quickly. I teach our franchise partners to pick an audience, to narrow their focus. Will it be homeowners, property managers, realtors or contractors? Pick one audience and own it.

## Faith

Without faith, you are finished before you start. First and foremost, people need to believe in themselves. If you do not believe in yourself, it is certain no one else ever will. You then need to have faith in a vision. Every exceptional, successful leader has a crystal clear vision—whether they are an athlete, an entrepreneur or a politician. Without faith, it becomes much harder to execute with focus and effort.

## MEMBER OPINION

# MANAGING THE YEO AND WEO PEER GROUPS

## Stage Not Age

**CARLO SANTORO**  
EO MELBOURNE

The EO brand was introduced in 2005 to members. This brand represents the next stage of growth for our organization. While we are moving forward with the EO brand, we want to share with you two member opinions on how to manage the YEO and WEO peer groups beneath the EO umbrella.

Do you have an opinion that you want to share with your EO peers? Write to us at [octane@eonetnetwork.org](mailto:octane@eonetnetwork.org).

**Society tells us that we have to do certain things** by a certain time. There is an expectation from families and friends to be married, have kids, sell our companies and start new companies all by a certain age. Ah yes, despite our power in business, there is one thing we cannot stop—aging.

For many years, EO has been focused on age as well, with the division of peer groups based on age, as YEO and WEO. That division was made and stood firm... until now.

Although these two peer groups still exist, we are now united across multiple fronts as entrepreneurs. We now have the ability to learn from our peers in many different areas; to learn from other entrepreneurs who are our peers because of stage, not just because of age.

Despite your age, you may still find valuable lessons through your peers—peers who may be 20 years your junior but still have insight to offer you. I am now 36 years old. I am ready to start new





As a leader, you also need faith in your team. I have met a few entrepreneurs who do nothing but complain about their team. When you have lost faith in your own team, I can guarantee they have lost faith in you.

### Effort

This one is easy— good, old-fashioned hard work. It does not matter how focused you are or how much faith you have in yourself, your vision or your team: you will not be successful without putting in consistent effort over time.

We come from a society in which we want instant results, but we cannot buy a short cut on this one. I have a rule that we use to find team members and franchise partners who are strong in the area of effort: We hire motivated people. I do not believe leaders can motivate. They can inspire and empower, but motivation comes from within. I will say it again, hire motivated people.

Success is a very personal thing and means different things to each of us; however, every person I have met who considers himself to be extremely successful is practicing a high level of focus, faith and effort. What you do is important, but I believe how you do it is even more important.

The next time you meet someone who you believe is exceptionally successful, take a closer look at his or her approach. I bet that person is making practical use of focus, faith and effort. It works. ☺

“WE ARE UNITED IN THIS ORGANIZATION BY MORE THAN AGE. WE ARE UNITED BY OUR DRIVE, BY OUR PASSION, BY OUR DESIRE TO LEARN FROM THE EXPERIENCES OF OTHERS AND BY OUR DESIRE TO BOLDLY GO AND MAKE OUR MARK ON THE WORLD.”

businesses in industries I have never been in before. Might not I have more in common with someone else who is starting a business in one of these industries than someone my own age who has no idea or cannot remember what it is like to be in my situation?

Clearly, we can find peers based on age. But now, I am looking for something different. I am at a different stage in my life seeking different information.

We are united in this organization by more than age. We are united by our drive, by our passion, by our desire to learn from the experiences of others and by our desire to boldly go and make our mark on the world, from birth to death. I hope that we can look forward rather than back to make the most of the new brand, our experiences, our individual memberships and our peers. ☺

## Keeping It Relevant

CINDY BOYD  
WEO HOUSTON

**Life experience brings opportunities** to learn new lessons. And, sure, I've had to learn some of them a few times, but I'm just not facing the same challenges I did even a few years ago. That's why I need WEO. Being a part of a peer group that can relate and provide relevant insights is an invaluable resource.

WEO has the ability to provide our constituency with relevant and meaningful learning and Forum experiences. We have the ability to address issues that tend to become more important as we progress through our life phases— children in college, estate planning, aging parent issues and exit strategies for our businesses. Much has been written about the aging of America, and I would like to look to our organization to be a strong resource for our members, as we “baby boomers” write this new chapter.

I've always felt that EO has been focused on helping members with issues affecting the whole person, not just the business aspects of life, and I support programs that specifically address these life phase issues. WEOers have a lot to contribute as a peer group, and by recognizing and making certain that our members can take on active leadership roles, we increase the involvement and thereby the commitment to making EO the world's most influential community of entrepreneurs. ☺

The stories of EO members who managed their way through business, personal and natural crises.

# CONQUERING MANAGEMENT MOUNTAINS

**EO New York member Chris Rosica**, Rosica Strategic Public Relations, didn't hesitate a second to recall a recent crisis, business or personal. In short order, he rattled off three: working during a blackout, giving CPR to his media director and recovering after a dishonest employee stole one-third of his business. "That is just in the past year," he laughed. "Crises! We all have them!"

While EO members are success stories, the fact is that success comes with its share of challenges and crises. Yet, it's often a chance to grow.

"Having traumas and crises sometimes teaches us how to avoid having more," said Ken Curtin, a disaster response expert with the United States Federal Emergency Management Agency (FEMA). "You can learn coping skills, but they are really skills of avoidance. The crises that get you by surprise are the ones that you don't know how to be defensive against."

Entrepreneurs are good at managing through crises, whether their office burned down or a business partner absconded with money.

"Entrepreneurs see the world and business differently than most people," said David Grand, Ph.D., a New York City trauma counselor who has helped victims emotionally heal after disasters, including September 11th and Hurricane Katrina. "The number one characteristic that sets them apart is perseverance. They also have good instincts and can make wise decisions based on gut feelings."

"Times of crisis test us in ways that we can never imagine," said Jude Olinger, EO New Orleans, after Hurricane Katrina. "It is these times that make us stronger and more determined. Do not let anything, not even a catastrophe, get in the way of reaching your goals and achieving success."

London EO member Julia Langkraehr, who rebuilt her business from a painful bankruptcy, agreed. "I am the type of person that if you tell me I cannot do something, I will prove you wrong," laughed the managing director of Retail Profile Europe Ltd. "Entrepreneurs see crises as opportunities and not as obstacles," said Dr. Grand, and EO members are no different.



Here are some firsthand accounts of EO members from around the world who were faced with a variety of crises and managed through to continue their individual successes and learn a few lessons that they are ready to share.

**S.M. TANVEER**  
**AHSAN KAMAL**  
EO PAKISTAN

*"All humans should support each other. We are helpless without each other. We are pillars that must stand together to keep this building strong and standing high."*

When an earthquake rocked Pakistan on 8 October 2005, EO Pakistan members were emotionally shaken.

"We all wanted to help so badly that we collected funds and took supplies to the affected areas," said Tanveer, EO Pakistan president. "We collected 13.5 million rupees and took 35 containers with food, tents, blankets, water and warm clothes to Bagh, Muzaffarabad and Mansehra."

After delivering supplies, EO members stayed for days, sleeping in tents, navigating blocked roads and living without electricity, water or telephones.

"The conditions made us appreciate what we have; how blessed we are to have good friends. It strengthened the bonds between each other, and we felt special respect for all those who worked hand-in-hand with us helping those in need."

Even if member companies were not located in affected areas, business suffered. "Most of our labor comes from the affected areas," said Ahsan Kamal. "Our businesses suffered with production problems." Tanveer added, "Life is slowly rebuilding in the affected areas. It will take very long to heal, but to forget is impossible."

"No one can fight Mother Nature," said Kamal. "The best thing is to accept this fact, keep up your strength and morale and work to help those in need."

**KEVIN LANGLEY**  
**JUDE OLINGER**  
EO NEW ORLEANS

*"Don't think it can't happen to you or your company. It can, and you never know when it might. Have a disaster recovery plan ready."*

Ironically, two days before Hurricane Katrina hit the United States on 29 August 2005, EO New Orleans met to hear a guest speaker discuss managing adversity.

"Two days later, it happened to all of us," said Langley. "Overnight, we had to leave everything." Langley, his wife and 3-year-old triplets fled their suburban home in four feet of water and evacuated to family in Baton Rouge, Louisiana.

Four days later, Langley was finding apartments for 45 displaced employees, buying vehicles for them and setting up temporary offices and homes in trailers in Baton Rouge. Now, six months after the storm, Langley is gradually putting his life back together and rebuilding a business. After buying a home in Baton Rouge, he is getting his New Orleans office back in shape and experiencing a newfound construction problem— helping other businesses rebuild.

"Managing through a disaster is the opportunity to run through crisis and not from it. The emotional ability to handle the situation is what sets us apart," Langley said.

**JEFF DENNIS**  
EO TORONTO

*"Be open-minded. Don't have tunnel vision or think about yourself as working in only one industry."*

As Jeff Dennis was being groomed for leadership in the family real estate business, the Canadian market melted down. "It was like the dot-com bubble, and the bubble burst. Not only did my family real estate business go down, but the real estate syndication business that my partners and I started ground to a halt."

Dennis, who had acquired about CAN\$1 million in personal debt in anticipation of his new leadership role, was in trouble. "No income, no business, nothing. I had to reinvent myself," he said. Married with three kids, Dennis knew it would not be easy at a time when the economy was poor, interest rates were high and the government was not particularly friendly to business.

While he and his partners always saw themselves as real estate guys, they went through a paradigm shift. "We were successful in raising money in real estate, so we said, 'We are finance guys. What should we raise money for next?'"



At the time, the Canadian government was giving tax breaks to companies to invest in Canadian film and TV productions. So, Dennis got involved in financing this industry. In less than a year, he was back to making money and doing well.

**ASHLEY POSTLEWAITE**

EO LOS ANGELES

*"In a crisis, pretend you're pregnant. Step back and be ready to take measures that you might not have normally taken."*

While having two children is not necessarily a crisis, it did cause a major work-life balance challenge for the 2004/2005 YEO president when she had two children only 15 months apart. In a few months, Ashley Postlewaite saw her family grow to four and her company explode from four people to 50. She had to take steps to better organize her soon-to-change life.

When her daughter Ann, 3, was six months old, she got pregnant with William, 19 months. At the time, she was also giving birth to a new client, a show on the U.S. Cartoon Network— "Hi Hi Puffy AmiYumi."

"I knew I would be out for three months on maternity leave, so it forced me to go out and hire people I would trust to run the show," she said.

Not only did she need coverage at work, she also had to get help at home. Her parents moved a mile and a half away from her to help with child care, and her sister left her job to become the children's full-time nanny.

"Now, I'm more mercenary in my choices," she said. "If I choose to take something on, it's going to take time away from my kids, so I'm really careful about what I pick."

**ANDREAS MESSIS**

**STUART REICH**

EO NEW YORK

*"The culture of a company drives the business in hard times and in good times. Employees partnered together to find solutions. Everyone worked together toward a goal."*

Sometimes, something as minor as getting to work can cause a crisis. When the New York City mass transit system went on strike days before Christmas 2005, it stranded New Yorkers. Andreas Messis and Stuart Reich managed through it by planning ahead and arranging for employees with cars to pick up those without transportation.

While companies all over the city were shutting down, TransFORM refused. "We said, 'We are not going to let the transit strike ruin our business,'" recalled Messis. And while they lost a few days of closet installations because they couldn't deliver in the five boroughs, Messis and Reich got all but two employees to work on the first day of the strike.

The co-founders hired taxis to transport workers at US\$40–US\$80 each, used company vans as car-pools and picked up employees personally. "Everyone works together toward a goal at TransFORM," said Reich. "In this case, the goal was simple: Get to work."

And they did. ☺



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# CALENDAR



## MARRAKECH UNIVERSITY

**5–9 April 2006**

Marrakech, Morocco

[www.eonetwork.org/universities/marrakech](http://www.eonetwork.org/universities/marrakech)

## GLOBAL LEADERSHIP CONFERENCE

**18–20 May 2006**

Washington, DC, USA

[www.eonetwork.org/sites/programs/glc2006](http://www.eonetwork.org/sites/programs/glc2006)

\* By invitation only

## GLOBAL LEADERSHIP CONFERENCE

**8–10 June 2006**

Auckland, New Zealand

[www.eonetwork.org/sites/programs/glc2006](http://www.eonetwork.org/sites/programs/glc2006)

\* By invitation only

## WEO ADVANCED BUSINESS PROGRAM

Year 1/Class of 2007

**18–21 June 2006**

[www.eonetwork.org/sites/programs/mit](http://www.eonetwork.org/sites/programs/mit)

## BIRTHING OF GIANTS (BOG)

Year 1/Class of 2007

**21–25 June 2006**

[www.eonetwork.org/sites/programs/bog](http://www.eonetwork.org/sites/programs/bog)

## EO FAMILY CONFERENCE

**27–30 June 2006**

Farmington, Pennsylvania, USA

[www.eonetwork.org/sites/programs/family2006](http://www.eonetwork.org/sites/programs/family2006)

## SOUTH AFRICA EXPEDITION

**6–16 July 2006**

South Africa

[www.eonetwork.org/sites/programs/southafrica](http://www.eonetwork.org/sites/programs/southafrica)



## CHICAGO UNIVERSITY

**16–20 August 2006**

Chicago, Illinois, USA

[www.eonetwork.org/universities/chicago](http://www.eonetwork.org/universities/chicago)





Glori Meldrum is the president of g2 Marketing Inc. in Edmonton, Alberta, Canada. She is the current and first female president of EO Edmonton. Glori is a three-time Ernst and Young "Entrepreneur of the Year" nominee and was the only Canadian finalist for the Stevie Awards "Woman Entrepreneur" in 2005. Glori also received the YWCA "Woman of Distinction Award" for entrepreneur of the year.

Do you have a story from an EO event that you want to share? Write to us at [octane@eonetwork.org](mailto:octane@eonetwork.org).

*The EO Montreal University included a presentation by the Kauffman Foundation of its Kauffman Community Awards to EO members and chapters who performed an exceptional public service. One of the awards was presented to David Ash of EO Vancouver. The presentation sparked a once-in-a-life-time experience for Glori Meldrum. This is her story.*

# MY

# Aha

# MOMENT

WHEN PEACE MET PURPOSE  
IN MONTREAL

## GLORI MELDRUM

EO EDMONTON

**Unfortunately, my story is not uncommon.** I am a statistic.

It was New Year's Eve 1981. That was the first time it happened. At the age of eight, he robbed me of my innocence and changed my life forever.

The abuse continued for more than a year and a half. He said that if I ever told anyone, he would kill my mother and my sister. I believed him.

Ridiculed, silenced and scorned by my family, I felt alone and abandoned. When I was 12 years old, I sat on my bathroom floor with a razor in my hand contemplating the value and suffering of my short life. In that moment, instead of choosing to give up, I made a choice to live and fight. That day, I became a little warrior.

This past August, I attended Montreal University. My experiences there propelled my life in a direction that I knew I needed to go. During the presentation of the Kauffman Community Awards, I was inspired by

the story of David Ash. His mother Vivian had lived and died on the streets. When she passed away, David took 1.2 million dollars of his own money and started the Vivian Shelter in downtown Vancouver for homeless women. In that moment, my whole life came together... peace met purpose... my "aha" moment.

For more than six months, I had been searching for a charity that educated society on the sexual abuse of children. I kept looking but could not find one. As he spoke, I realized that one did not exist and it was my job to start one. I was so inspired that I wrote a ten-page business plan — right there in the general session room — to develop a not-for-profit organization that would fight for the rights of kids who have been sexually abused.

*Those of us who understand business can make a real difference in influencing social change, but only if we take a bold stand.*

I have been putting the Little Warriors foundation together ever since that day. Little Warriors will be an organization that pulls together all current resources under one umbrella and creates new resources that do not exist. I want to tap my own personal experiences and use what I have learned as an entrepreneur to build a system that works.

I know it's a big dream, but someone needs to stand up for these kids and stop the abuse. And isn't that what we — entrepreneurs — do? We have big dreams. We have a vision, and we push forward toward our goal until we see it realized. I want to give these kids that same chance. So, I am willing to open my life and the horrors of my past to the public.

At Montreal University, I had an epiphany that has changed my life and will hopefully change the lives of these tough little kids. I want to introduce these children to another type of life-changing experience — one that brings healing instead of pain.

It has taken me 24 years to finally come forward, but following Montreal University, I pressed charges against my abuser. And once again, my life has changed forever.

For more information about Little Warriors, call +1.780.447.1343 or visit [www.littlewarriors.ca](http://www.littlewarriors.ca).



## DESIRE AND COMMITMENT: A WINNING COMBINATION FOR CHICAGO UNIVERSITY

*EO recently implemented a bidding process to determine which chapters will host upcoming Universities. Just as cities across the globe bid to host the Olympics, so now will chapters from around the world bid to host an EO University.*

*EO Chicago is the first chapter to go through this bidding process. Once they made their intentions known at the 2005 GLC in Washington, DC, the Chicago members worked together to bring a University to "The Windy City."*

Below, two members — Dan Heuertz and Russ Rosenzweig — briefly tell why the EO Chicago University Committee members have opted to give their time and energy to this event.

### How has being a part of the Chicago University Committee benefited you as an EO member?

**Dan:** It has forced me to think on a global level and stretch my mind to consider the cause and effect outside of my usual Chicago or U.S. mindset.



**Russ:** EO has given me so much in three years, and now it's time for me to give back. It's great getting to know my chapter members and EO staffers better.

### How has being a part of the Chicago University Committee benefited you in your business?

**Dan:** It has and will continue to reinforce the true value of the peer-to-peer relationship. We are a team of peers. This can and, in my opinion, should be applied to our businesses as well.

**Russ:** My company, Round Table Group, provides its clients connections to experts in all fields. I am doing almost the exact same thing as the learning chair, so it's a natural fit.

### How has being a part of the Chicago University Committee benefited you on a personal level?

**Dan:** I love the challenge of doing something world class that will be forever measured.

**Russ:** It's fun!

### How will other EO members benefit by attending the Chicago University?

**Dan:** It will be a once-in-a-lifetime experience. It just depends on your desire: world-class learning events, world-class social events. We plan to over-deliver on both. Oh, by the way: We have the keys to the city for four days, and that's pretty cool.

**Russ:** I've attended three universities with extremely positive experiences. The learning in general is great, and there are often one or two take-aways that have significant, positive consequences for the company. And of course, the networking and social interaction with fellow members is fantastic. ☺



Dan Heuertz is the chair of the EO Chicago University Committee. A member for four years, Dan is the managing partner of Preferred Restaurant Services, a hospitality management and consulting firm in Illinois. In addition to his role with this event, he is also the EO Chicago sponsorship chair.



Russ Rosenzweig, the EO Chicago University Committee learning chair, is the chairman and CEO of the Chicago-based Round Table Group. His firm provides professors that offer consulting, expert testimony and research to the public. A member for three years, Russ has already attended three Universities and is registered for Marrakech University in April.



## GIVING BACK TO ASPIRING ENTREPRENEURS

**JADE BOURELLE**  
EO VANCOUVER



Jade Bourelle is the EO Vancouver president. A member for more than five years, Jade has a long history of supporting collegiate entrepreneurs. In 1990, he co-founded a successful ACE (Association of Collegiate Entrepreneurs) chapter, then went on to serve as executive director of ACE for three years, helping to raise funding, improve programs and initiate student entrepreneurship programs. He is the CEO and co-founder of computer software company HireDesk Inc.

**As EO members**, most of us have been inspired from successful entrepreneurs we admire. When I was in college, a group of early YEO members spent time with me and a group of friends, speaking to our university entrepreneurs club (ACE) and acting as formal mentors to a group of us budding entrepreneurs. Only fifteen years later, I find myself the president of EO Vancouver.

The EO organization has meant a lot to me as I grew my businesses, both as a place to aspire to before I was a member and even more so now. Remembering the time I was given by EO members and what it meant, I now spend a lot of time in return supporting young, aspiring entrepreneurs. It's great to see their enthusiasm and even better to watch them succeed, employ people, create jobs and join EO.

In January 2006, EO joined in a community relations partnership with Mercedes-Benz Financial (MBF) that will help these young and early-stage entrepreneurs from around the world grow their businesses. Through this relationship, we will produce two powerful programs: The Global Student Entrepreneur Awards (GSEA) and the EO Accelerator Program.

The EO Accelerator and GSEA programs will help EO expand its entrepreneurial reach to younger entrepreneurs. Both programs are for existing entrepreneurs who are on the road to becoming future EO members.



Dan Glisky is a current area director and the Detroit chapter president. Dan has shown a commitment and passion for first stage entrepreneurship and is committed to driving the Accelerator program through startup and execution during the next three years. He is the president of Compsat Global Group, a computer services company he founded in 1995.

Mercedes-Benz Financial

## MERCEDES-BENZ FINANCIAL TO SUPPORT YOUNG ENTREPRENEUR PROGRAMS

[www.mercedesbenzfinancial.com](http://www.mercedesbenzfinancial.com)

The plans have been in development for some time, and the recent alliance with Mercedes-Benz Financial as a new EO partner will allow both programs to move forward aggressively.

Dan Glisky, EO Detroit, and I have the privilege of chairing two committees that will direct these new initiatives. I will head the GSEA Committee and Dan will chair the EO Accelerator Program Committee.

Since 1998, the GSEA program, a program run out of the John Cook School of Business at Saint Louis University, has honored outstanding undergraduates. The program's mission is to inspire students to adopt entrepreneurial endeavors by bringing global visibility to undergraduate business owners whose companies adhere to high ethical standards and are innovative, profitable and socially responsible.



2005 GSEA REGIONAL AWARD WINNERS COMPETE AT THE CEO CONFERENCE IN ORLANDO, FLORIDA, USA.

Like corporations around the world that are making a commitment to corporate social responsibility, Mercedes-Benz Financial (MBF) places great emphasis on giving back. It is this driving principle that has inspired their partnership with EO to support our emerging entrepreneur programs.

“Mercedes-Benz Financial believes that EO’s initiatives will help communities around the world prosper

through economic development,” said Jürgen Rochert, vice president, Mercedes-Benz Financial. “Both Mercedes-Benz Financial and EO pride themselves on innovation, passion and a commitment to excellence. I am confident that, in working together, we will help future business leaders succeed.”

This focus on using global position to advance the world at large is philanthropic, but it’s also good for

business. Corporate social responsibility improves market advantage as it helps a company to establish a favorable corporate image.


Are you practicing corporate social responsibility in your company and have a valuable lesson or story to share? Let us know at [octane@eonetnetwork.org](mailto:octane@eonetnetwork.org).

For EO, running these awards is our way to give back and plant seeds with college entrepreneurs who will one day be EO members. We will be adding high profile entrepreneurs as judges, getting our members involved regionally and also providing mentors to the regional and global award winners.

In addition to the GSEA program, the EO Accelerator Program will provide the learning resources necessary to help young business owners take their businesses to the next level. Through structured entrepreneurial learning, including case studies and best practices from EO members, this program will catalyze the growth necessary for young business owners to reach the US\$1 million mark in annual sales revenue, joining the elite EO community of the world’s most influential entrepreneurs.

Like many of us, Dan knows what an important role we play in the lives of these young people.

According to him, “I wanted to get involved with the EO Accelerator Program because, having been a first stage entrepreneur, I can understand what it takes to grow a business from nothing to a structured organization that is sustainable. I see many first stage entrepreneurs who are struggling to get their companies to the next level, and I know the Accelerator Program will help these entrepreneurs gain the expertise they need to grow their companies. This is our opportunity, as entrepreneurs who have been there, to help these growing businesses to survive and be more successful.”

We are busy recruiting leading entrepreneurs, judges and EO members to work with us and our various regional partners. If you or your chapter is interested in participating, please contact me at [jade@hiredesk.com](mailto:jade@hiredesk.com), Dan Glisky at [dglisky@compsat.com](mailto:dglisky@compsat.com) or Dean Lindal at [dlindal@eonetnetwork.org](mailto:dlindal@eonetnetwork.org). 

## Ignite Your Peers



**Your story is powerful. As an EO member, you have knowledge and experiences that can catalyze change and growth in your peers.**

**Submit a story to us that highlights your particular expertise, lessons learned or spectacular experiences and ignite new passion in other members from around the globe.**

Contact [octane@eonetnetwork.org](mailto:octane@eonetnetwork.org) for information on upcoming issues, deadlines and editorial themes.



# HOW WE PLAY THE GAME

## ESTABLISH THE RULES YOU NEED TO LEAD YOUR TEAM TO SUCCESS

**DOMINIC RUBINO**  
EO VANCOUVER



Dominic Rubino is owner of the management services company the Fulcrum Agency Inc. He is a professional business coach, sales trainer and corporate speaker. His "Ultimate Sales Meetings" series can be viewed at [www.ultimatesalesmeetings.com](http://www.ultimatesalesmeetings.com).

**From baseball to construction**, teams are everywhere. As entrepreneurs, we are programmed to look in one direction — toward the future — and we must put trust in our teams to bring our vision to life.

Picture your favorite sports team. Each member plays to his strengths and to the strengths of the rest of the team. They have a solid goal and have practiced long hours to get there. And while those goals and strategies are different for every team, every league has a set of rules to which teams must adhere. Every coach has an action plan that is followed with precision.

And so it is in business. Your team can play any way you want. But, it's up to you, as the leader, to establish an action plan and the rules of the game.

I have been fortunate. Early in my career as a sales manager, I was trained on some very simple, powerful leadership tactics that I have used with great results. Whether you are managing a staff of three



at an ice cream stand or lead a massive corporation, the same principles apply.

### Step 1: Your Leadership Toolbox

To lead and inspire your team, first make sure that your complete toolbox of leadership skills is in check. Plus, be prepared to play by the rules you set. The fact is, any team failure is ultimately a leadership failure, so leading by example is paramount.

### Step 2: Establish a Common Goal

I train each staff member the same way. Everyone may have a different role, but we all have a common goal. It is up to you as the leader to direct and define these common goals so that each staffer understands the importance of working together.

### Step 3: The Rules

With your goals established, you need to develop how to play the game. Having a long list of rules does not do anybody any favors, so it is best to keep everything as simple as possible. If you can, establish one all-encompassing golden rule that will have an impression within your company and let it become almost like a mission statement for you and your staff.

That kind of overriding rule, for "how we do it here," is invaluable in building your business in the way that you envisioned it and with the people you want. You want to create a team of people who are clear on the directives and goals of the company and are motivated to help you achieve them. The best employees are the ones who share your commitment to moving the business forward.

When the rules are clear, there is a much greater likelihood that all of the elements of a successful business will be in place. Imagine a world where you could be on the other side of the planet (Hawaii!!) from your base of operations and feel confident that everyone under your command was making decisions independently, on your behalf, with only one concern: "Am I moving this business forward?"

## Apply for Kauffman Community Awards

26 May is the deadline for nominations for the Kauffman Community Award, which recognizes EO members for giving back to causes about which they are passionate—children's issues, the next generation of entrepreneurs, education, poverty, the arts, and more. This is a special opportunity to honor EO members who have applied their entrepreneurial skills to improving their communities.

The Kauffman Foundation will present the awards at the EO Chicago University in August. Winners receive up to US\$2,500 for their non-profit projects, 50 percent registration discounts for the University, and promotional videos for the causes. Members from throughout the world are eligible.

To apply, or for more information, contact Linda Surles at +1.703.837.6061 or [lsurles@eonetnetwork.org](mailto:lsurles@eonetnetwork.org).

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EO's partners make it possible for us to provide you with outstanding learning events, new benefits and services and other opportunities that make your membership experience valuable. Through these important relationships, we can continue to create programs that support growing and successful entrepreneurs as we pursue our vision to build the world's most influential community of entrepreneurs.



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BetterWorld Telecom is a U.S. voice and data communications provider focused on serving businesses, enterprises and organizations. BetterWorld customers save on average 28% off the major providers, quality and service are backed up by a 100% guarantee and BetterWorld donates 3% of overall revenues to causes that benefit children, education and the environment, plus a percentage to EO.

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