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ACHIEVING BALANCE

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The Entrepreneurs' Organization Newsletter

octane



Entrepreneurs' Organization

Our Mission:

Inspirando líderes emprendedores para aprender y crecer

Leitende unternehmer zum persönlichen wachsen und lernen zu begeistern

Encourager les entrepreneurs-leaders dans leur croissance

Att engagera ledande entreprenörer till att lära och utvecklas

Facultando a aprendizagem e crescimento de empreendedores

“Люди Дела” знают толк в том, как вдохновить ведущих бизнесменов мира на развитие и рост в сфере их деятельности

To engage leading entrepreneurs to learn and grow

Curious about the languages represented here? In order, they are: Spanish, German, French, Swedish, Portuguese, Russian and English. If you have a translation of our mission statement in your language, send it to octane@eonetnetwork.org.

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fueling the
entrepreneurial engine

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COVER STORY

Secrets of My Success

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Life and Work Management Essentials for Entrepreneurs

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The clock is ticking...

The deadline to renew your EO membership is 1 July 2006. Check with your chapter for information on the renewal process.



Balance often becomes an issue when there is change, when we can no longer continue to do what we have always done and must find new ways to move forward. Our lives as entrepreneurs are full of change, and we constantly strive to regain or achieve balance.

Many of us join EO because of the changes that take place in our lives after achieving the success that most only dream of. Though we conquer business obstacles, we still find ourselves searching. After striving for years to

reach this entrepreneurial goal, we realize that there are tough decisions facing us that we aren't prepared to make. So we turn to an organization of our peers from which we can gain these answers and some balance in our lives.

EO, too, undergoes change. Part of the great history of the Entrepreneurs' Organization is the change we undergo as new leadership steps in. New chapter officers join a board, existing officers move into new positions and our global board changes as well. It is this change that allows the organization to continually grow and improve as new ideas and renewed spirits drive action.

As we end the 2005/2006 fiscal year, we hand the keys of EO to Darton Case and Troy Hazard, with Darton taking the driver's seat as the official EO president. We are proud of what we have accomplished during our tenure — the creation of a new brand, an increased emphasis on global thought and a focus on improving the overall membership experience — yet there is still much to be done. For that, we must look toward these and other EO member leaders who will give of their time for the betterment and longevity of this organization.

Thank you for allowing us to lead the organization during the past fiscal year. It has been an honor and a privilege to have held this role and done our part to fuel the entrepreneurial engine.

Mick Mullins

Myles Sherman

- **DOES YOUR CHAPTER NEED A WEBSITE?** EO recently unveiled new chapter website templates that your chapter can use for free. No need to start from scratch: Contact tech@eonetwerk.org and find out how your chapter can have an EO-branded website today.
- **ARE YOU READY TO MAKE YOUR MARK ON EO?** Join the 20th Anniversary Planning Committee. This member committee will help coordinate and direct the activities around EO's 20th anniversary in 2007. To find out more or volunteer, email Linda Surles at lsurles@eonetwerk.org or Shelby Scarbrough at shelby@practicalprotocol.com.
- **WATCH OUT AFRICA!** In addition to the South Africa chapter, EO recently launched a new chapter in Casablanca, Morocco. Stay tuned for more exciting chapter launches as EO staff and members work to build the world's most influential community of entrepreneurs.
- **WHAT DID YOU MISS** at the EO Marrakech University? Camels, belly dancers, souks and nights beneath the Moroccan stars. What's more: You missed learning how to expand your business to China and understanding and conquering the Arab market. Can you afford to miss the EO Chicago University? Visit the website at www.eonetwerk.org/universities/chicago today to see what awaits you there!

WHAT IN THE WORLD IS GOING ON WITH EO?

The EO Global Board of Directors is making a

- concerted effort to communicate their discussions and decisions throughout the EO member community. If you would like to track the discussions of the board, visit the EO website at www.eonetwerk.org/Members/Resources/BoardNotes.aspx.

THANK YOU

- **BLAIR ASSALY**, the DC GLC chair, and **CHRIS SIMMONS**, the Auckland GLC chair, each gave willingly and selflessly of their time to help pull off two energetic GLCs for 2006. Assaly, EO Edmonton, coordinated speaker invitations, helped guide the planning process and worked closely with the EO Global Board of Directors to ensure success, while Simmons, EO Auckland, organized a pre-GLC event for members and arranged several event sponsorships through his own connections and efforts. A huge thank you to these dedicated member leaders for making their mark in 2006!

WE WELCOME OUR BOARD MEMBERS...



GREG CRABTREE
EO ATLANTA

We are pleased to welcome Greg Crabtree, who will serve as a delegate of the EO Standing Finance Committee, to the EO Global Board of Directors for a two-year term. Greg, a CPA and owner of a Huntsville-based consulting firm, is an expert in United States tax law and will be a valuable asset to the board in his new role.



DAVID GALBENSKI
EO DETROIT

As former chair of the EO Chapter Development Committee, David Galbenski is an ideal fit for his new, three-year role as EO president elect-elect. An eternal optimist and CEO of a legal human capital firm, "Dave" is a constant deliverer of ideas and solutions. He is dedicated to supporting member leaders and improving communications throughout EO.



JESUS DE LA GARZA
EO MONTERREY

With his extensive experience and immeasurable passion for Forum, we are excited that Jesus de la Garza is joining the EO Global Board of Directors for a three-year term as a director. Jesus, general director of an industrial services company, will be the second EO member from the Latin American/Caribbean Region to serve on the board.



ERICK SLABAUGH
EO SEATTLE

Erick Slabaugh, a 10-year EO member, will join the EO Global Board of Directors this year for a two-year term as a director. Erick is a familiar face at EO Global events and will bring to the board his energy and ability to connect with people from a variety of backgrounds and industries through his intelligence and exuberance.

A PERSPECTIVE ON BALANCE FROM THE MANAGING DIRECTOR

As I sit here, attempting to balance my laptop on my knees and waiting to catch a flight to DC, I am reflecting on the 13 years I have spent in EO. During this time, I have learned to balance many things, and there are other things that I'm still learning, just like you. Over the years, I've held multiple positions as a member leader despite growing my own businesses. But from these experiences, I learned that value comes not from waiting for EO to come to me but in acting to take advantage of the vast resources of this, the largest entrepreneurial community on the planet.

As the newly created (and unpaid) managing director of the Entrepreneurs' Organization, this is the perspective that I bring to the job. By balancing those

things that are important to me, I gain a richer experience. Now I am applying this perspective to my new position at EO. I weigh the pros and cons of myriad opportunities to add value to our EO members while juggling my personal and business life in St. Louis so that I can give back to a great organization

Like many of you, and like the members who have shared their stories in this issue of *Octane*, I am acting on my choice not to accept the world as it is. I am doing my best to live a great life while leaving a great legacy. EO helps me do that. I hope it helps you, too. ☺



Mark Lincoln, a 13-year member of EO St. Louis, is currently acting as the volunteer managing director of the Entrepreneurs' Organization (EO). Lincoln, who previously served as the WEO president, is president of St. Louis-based real estate and corporate investment firm Thirdsigma Corp.

MY CHECKBOOK AND MY CALENDAR: THE STORY OF MY LIFE

BY TODD BRAND
EO ST. LOUIS



Todd Brand is the president of Brand Asset Management Group, a fee-only wealth management, investment counsel and retirement planning company. He has been an EO member for nearly two years and recently completed Forum Moderator Training.

A friend of mine once told me that my checkbook and my calendar tell my story. They do. I value golf a lot, in dollars and in time.

Golf is a funny thing. It must be read about, practiced, played for four or more hours, driven to and from, shopped for and watched on TV. If you don't play golf, you probably have something just as addictive in your life. For a lot of entrepreneurs, that addiction may be work.

If work is a given, which for most of us it is, and it takes a good half of our waking hours, what goes in the non-work/non-golf column of our lives? If you were to ask me, I'd say with a straight face that God and family are my number one and two priorities. Yet,

HERE ARE A FEW SIMPLE THINGS THAT HAVE HELPED ME MAINTAIN BALANCE

if you want proof, my checkbook and calendar may make an argument against me.

Sadly, I know the challenge to balance my life with my work is a battle I'll frequently lose. But there is hope. I believe that hope can be realized by an easy-to-understand yet difficult maneuver: Invert your life. Do first what your heart and your mouth say is the most important. Schedule your non-business calendar first.

As entrepreneurs, we tend to justify our hectic lives by pretending that the world will stop rotating if we stop working. Often times, in fact, we find that as we balance our lives, our productivity actually increases. While difficult to prove, is it not true that we are more confident, more consistent, happier and better

BLENDING VS. BALANCE

BY RIDGELY GOLDSBOROUGH
EO NEW ORLEANS



Ridgely Goldsborough is president of View From The Ridge, a publishing company that creates online prosperity courses based on interviews with titans of industry. These courses are available at no cost to EO members at www.modesttomillions.com. (Username: money; Password: mindset.)

"Honey!" she yells.

A man steps into the hall, toothpaste foaming from his mouth.

"Un-huh?" he grunts.

"Does this look ok?"

"Yeah, looks great. Where are you going?" he asks.

With a puzzled look, she begins to realize that he has forgotten, again.

"It's date night," she says.

"Oh, I thought I told you," he begins, "I need to re-schedule date night because tonight is the only time the board can meet. Can we plan for Thursday?"

"No, we cannot," the woman blusters. "Your son has a basketball game. And aren't you supposed to be the assistant coach?!"

"Yeah, well," he mumbles.

"Don't 'yeah, well' me, Mr. CEO. You need to get some balance...."

Oh, struck a chord with you, too? Good to know I'm not the only one. You want my take? Balance, shmalance. It doesn't work; out with the dinosaurs; fuggetaboutit.

Let me see: As entrepreneurs, we take ideas from the air, form dreams around them and then struggle like crazy to create a foundation for them, build a framework in which they can survive and hopefully flourish, all the while maintaining some archaic notion of balance? I don't think so.

Since I've never had an original thought in my life, let me proffer a suggestion gleaned from former YPOer Scott Martineau who no doubt had it passed on to him as well. Forget balance. What we need is a blended lifestyle.

Balance implies a zero sum game. If I give here, it takes away from there. It calls for negotiated peace treaties on the home front: "I promise I'll take Saturday off if you just let me work tonight," or, "Sorry I couldn't take Friday afternoon off like I promised. Here's my AMEX. You shop, and we'll have dinner together."

I, for one, tire of that type of banter. A blended lifestyle means that we are the same person at home and at work, a much more fluid dynamic that allows us to just "be" no matter what the activity. For me, it looks like this:

I get up early, around 5:45am, fix myself a mug of single drip and jump on my laptop. In the hour before the rest of the clan

1 I hard-code six or more “long weekends” on my calendar by the first week of January. I have something to look forward to, and it alerts my staff to keep those days free.

2 I try to call my wife, a family member or a friend each day at lunch or while driving. It helps me smile and gives my brain a much needed break.

3 Regularly, I like to meet my family for lunch. This pays for itself ten times over.

4 I like to leave an hour earlier from work one day each week to surprise somebody. Those closest to me seem to value that hour more than any other.

leaders of our organizations when our life is healthy across all areas? Who doesn't know a financially successful entrepreneur whose life is in tatters?

If my actions are brought into alignment with my true goals, balance is more likely to be achieved. We naturally crave a balanced life; the challenge is living it. When is the last time you heard a friend say that he wished he could avoid his family by traveling more frequently and working on Sundays? You won't hear it.

We all want a balanced life and, generally, we know what must be done to achieve it. The challenge is acting upon what we know is best.

There are no fix-it-alls; just simple actions. In fact, I'm guessing you have your own ideas that will work for you. The simple actions that I choose to take serve as indicators to me and my family that I take my non-work/non-golf life seriously. Sometimes, I find that three minutes of conversation with my wife can balance my afternoon. Occasionally, I find that three days are necessary.

Long-term balance outside of business provides us with the motivation and creativity in our businesses to achieve more than we could by working more anyway. Business success doesn't taste as sweet when everything else in life becomes the sacrifice for it. But I'm betting you knew that before I wrote it. ☺

wakes up, I clear email, issue directives, map out the day and set in motion a whole series of to-dos for my team. I then eat breakfast with the kids and occasionally take them to school. If someone calls my cell, I return the call as soon as I drop off my children.

Since waiting for results can seem like watching water boil, around mid-morning, I work out and I think. This “think time” for me is invaluable. I subscribe to Voltaire's approach: No problem can withstand the assault of sustained thought.

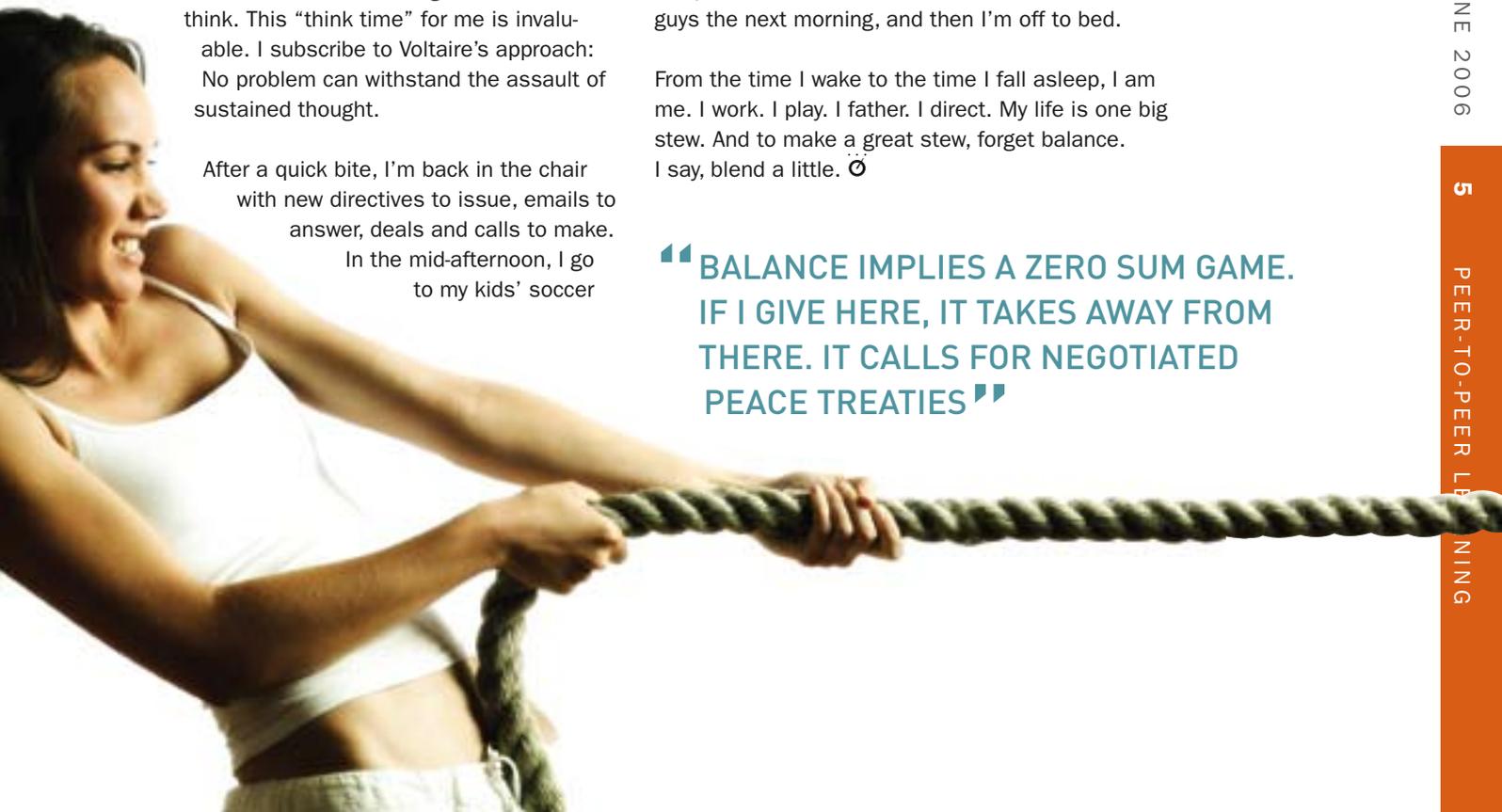
After a quick bite, I'm back in the chair with new directives to issue, emails to answer, deals and calls to make. In the mid-afternoon, I go to my kids' soccer

practice, ballet class, whatever. I check in at the office again before dinner, catch up with international friends then enjoy the family meal and read to the wee ones before bed.

Finally, I make a call to Australia where my JV partners sip their first cup while I nurse a stem of Pouilly-Fuisse. Business resolved, I catch the tail-end of Sportscenter to sound like one of the in-the-know-guys the next morning, and then I'm off to bed.

From the time I wake to the time I fall asleep, I am me. I work. I play. I father. I direct. My life is one big stew. And to make a great stew, forget balance. I say, blend a little. ☺

“BALANCE IMPLIES A ZERO SUM GAME. IF I GIVE HERE, IT TAKES AWAY FROM THERE. IT CALLS FOR NEGOTIATED PEACE TREATIES”



LESSONS FROM

In "Lessons from the Edge," EO members share personal stories of lessons learned so that others can learn from their experiences. This type of peer-to-peer learning is one of the core elements of EO membership and is fundamental in helping members to learn and grow.



BY DAVID MARINAC
EO CLEVELAND

David Marinac is the president of American Built Containment Systems, which offers custom packaging design services online. Marinac has been an EO member for nearly five years.

Like most entrepreneurs, I have been guilty of burning the candle at both ends. Whether time spent developing my original business plan, designing a solution for an important client or just trying to get ahead of my competition, I have worked early in the day and late into the night.

I would do anything for my business. In fact, I did. I went so far as to use money from our largest supplier — without the supplier's knowledge — in an attempt to take my company where I wanted it to go. I was foolish and desperate.

“WHAT I DISCOVERED THROUGH THIS ‘SACRIFICE’ WERE BLESSINGS AND GIFTS BEYOND ANYTHING I COULD HAVE IMAGINED”

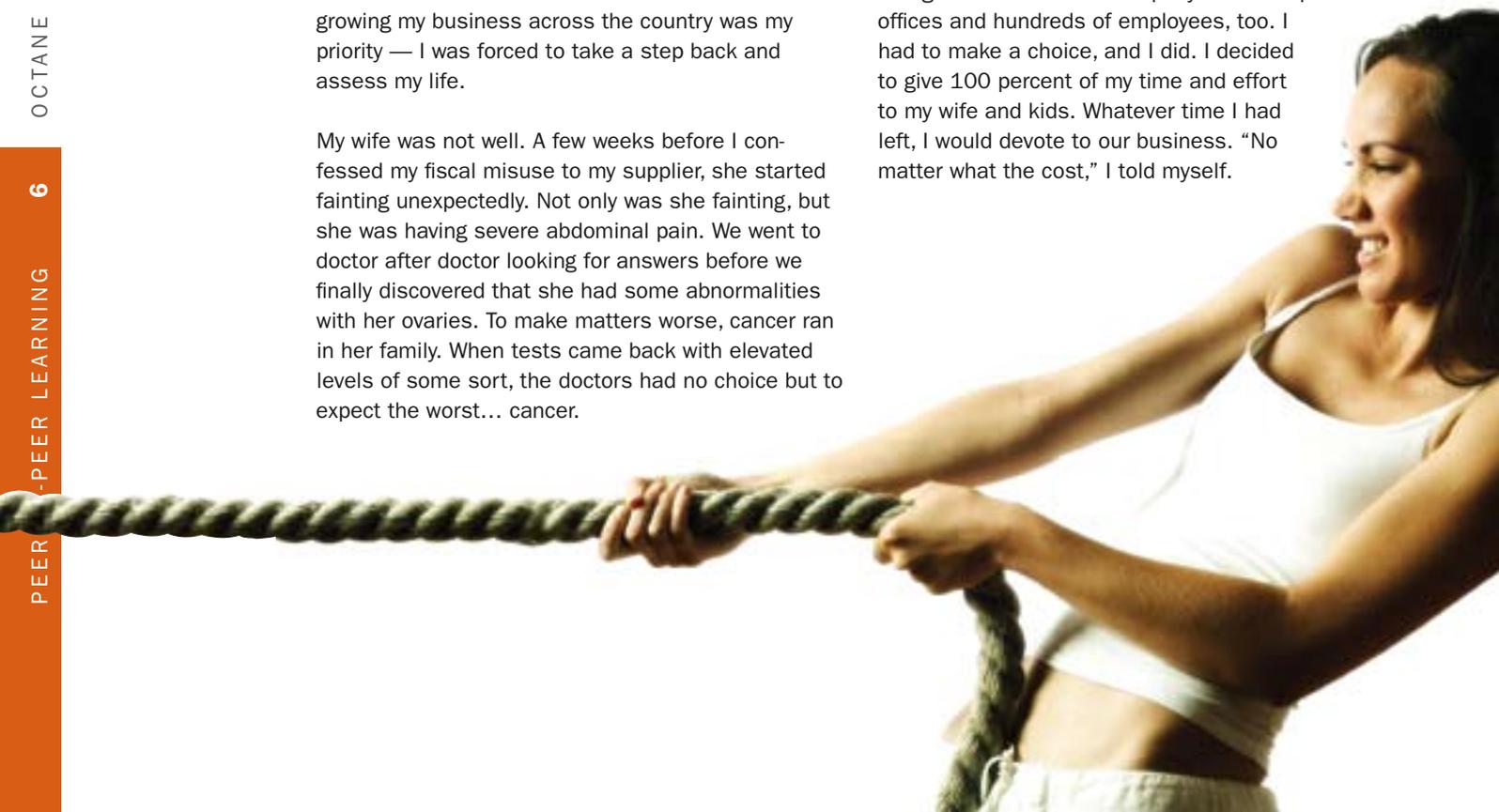
But as I was consumed with the aftereffects of this horrible decision — a decision I made because growing my business across the country was my priority — I was forced to take a step back and assess my life.

My wife was not well. A few weeks before I confessed my fiscal misuse to my supplier, she started fainting unexpectedly. Not only was she fainting, but she was having severe abdominal pain. We went to doctor after doctor looking for answers before we finally discovered that she had some abnormalities with her ovaries. To make matters worse, cancer ran in her family. When tests came back with elevated levels of some sort, the doctors had no choice but to expect the worst... cancer.

Over time and through experience, we all come to a point when we must reflect on what is most important in our lives. For me, it was this moment. I found myself with an interesting decision to make. My business was teetering on the brink of disaster, as I still did not know how things were going to shake out with our largest supplier. My initial reaction was to work even harder to try to dig myself out of this hole. But it did not take long to realize that this would not be successful, not in the short term anyway.

At the same time, I knew we needed to make some decisions regarding our children, as my wife would need exploratory surgery and we did not have any idea what the doctors would find. I distinctly remember thinking that this could be a turning point in my life. Was I willing to accept the fact that this business could possibly go under if I decided to dedicate a large chunk of my days and nights to taking care of our kids? What would we do for money? How would we pay for insurance or medical bills if we lost everything?

I wish I could tell you that the decision was an easy one to make. It was not. I always thought of myself as a decent dad, someone who made his share of events and tried to spend time with the kids whenever it was convenient (for me). On the other hand, I thought I would build a company with multiple offices and hundreds of employees, too. I had to make a choice, and I did. I decided to give 100 percent of my time and effort to my wife and kids. Whatever time I had left, I would devote to our business. “No matter what the cost,” I told myself.



WHILE I WOULD NOT WISH THE PERSONAL AND PROFESSIONAL PROBLEMS I HAD ON ANYONE, I DO HOPE THAT OTHERS MAY REALIZE THE SIMPLE JOYS OF LIFE... A LONG WALK, A FLOWER BLOOMING, A BIRD SINGING AND YES, PRINCESSES AND ROCKET SHIPS BROUGHT TO LIFE BY CHILDREN.

HERE ARE JUST A FEW THINGS THAT I WAS MISSING:

- Being counted on in the middle of the night when “boom-booms” (thunderstorms) come.
- Watching their little minds dance as I tell stories about princesses and rocket ships. (Can you tell we have a 6-year-old girl and a 4-year-old boy?)
- Turning up Radio Disney and singing songs on the way to school.
- Appreciating how adorable little kids’ clothes are, from little blue socks to fancy shirts with sparkles.
- Watching their pride soar as they get themselves dressed, regardless of whether pants coordinate with shirts.
- Seeing them stand in line for school pick up and how their eyes light up when they realize Dad was there.
- Serving fish sticks and fries for dinner and feeling as if I cooked a gourmet meal.
- Watching our 4-year-old son complete an exercise at gymnastics and the shy smile he gives me when he realizes that I saw him do it.
- Being told I make the best toast in the whole world.
- Coming to understand that Mom’s peanut butter and jelly sandwiches cannot be duplicated.

What I discovered through this “sacrifice” were blessings and gifts beyond anything I could have imagined— blessings even more significant than what I thought was my magical elixir... money. These are things I probably would not have noticed in the same way or at the same level had I remained obsessed with work.

I am happy to report that our supplier did not shut us down. Most importantly, my wife did not have cancer. Cysts on her ovaries were irritating a nerve connected to her heart, which was causing her to black out. The doctors feel they have a handle on the situation, and our lives are getting back to normal.

I hope to remember the lessons of this past year and never forget how irreplaceable moms are. I know one thing for certain: I don’t ever want to give up my day job. ☺



You Got A Story to Tell?

Contact us and get your story in the next issue of *Octane!*

octane@eonetwork.org

QUOTED & NOTED

ANDRES HITS THE SWEET SPOT IN LOCAL PRESS



In addition to sharing the delicious success story of her business, Candy Corner, **Rosemarie "Bubu" Andres** gave EO a great nod in the

Lifestyle section of the *Philippine Daily Inquirer* on Wednesday, 2 November. Andres, the general manager and treasurer of her retail confectionary chain, has been an EO member for five years and is the current EO Philippines learning chair.

EO SYDNEY MEMBER OFFERS BEST BUSINESS SERVICES IN WESTPAC

Emma Brown of EO Sydney, managing director of a recruitment and employment company, Staff It, won the Business Services section of the Westpac Business Awards. Companies that compete for these awards are judged on business history, goals, objectives, achievements and the way they relate to staff and customers.

COOKE'S NEW BUSINESS RECEIVES RECOGNITION FROM COMPUTERWORLD



Michael Cooke of EO Brisbane recently received some positive coverage from *Computerworld* for his newly formed hosting provider,

Managed Services, on the creation of an out-sourced email management system. Managed Services, which launched on 1 January, is a spin-off from Queensland-based integrator, Ordys. It provides email management and content services from its Brisbane data center.

CAROL FRANK FEATURED IN THE NEW YORK TIMES

EO Dallas member **Carol Frank**, president of Avian Adventures, was featured in *The New York Times* for her ability and desire to manage from a distance. This article focused on the trend of business owners who, through the use of technology, are able to successfully manage while traveling around the world.

EO AUCKLAND MEMBER WINS FOOD & BEVERAGE FRANCHISE SYSTEM AWARD

Stuart Deek's business, Esquire Coffee Houses, won the Food & Beverage Franchise System Award in the 2005 New Zealand Franchise Awards. The franchise has rapidly grown to a total of 19 franchisees in New Zealand with future plans for 35 total outlets by the end of 2006, including the beginning of Esquire's expansion into Australia.

25-YEAR-OLD GUATEMALAN MEMBER SELLS COMPANY IN LANDMARK DEAL



At the end of 2005, **Matias de Tezanos**, a two-year member of EO Guatemala, sold his company ClickDiario Network

to the second largest Internet company in Japan, Livedoor Co. Ltd. Founded in 2000, ClickDiario Network focuses on Latin American and U.S. Hispanic Internet audiences and advertising distribution technology. De Tezanos, now 26, was only 25 at the time of the deal.

JAPANESE MEMBER FEATURED ON COVER OF FORBES ASIA

Yoshito Hori, chairman and CEO of Globis Group in Tokyo, Japan, was featured on the cover of the 13 February issue of *Forbes Asia*. In this article, Hori (aka: The Venture Professor) discusses his training of young entrepreneurs in Japan on venture capital and start-ups. Hori has been an EO member for more than 10 years.

KEITH JACOB RECOGNIZED IN BUSINESS JOURNAL "40 UNDER 40"



Keith Jacob, owner and president of St. Louis Staffing, has been named to the *St. Louis Business Journal's* 2006 "40 under 40." This is

the first appearance on the prestigious list for Jacob, a three-year member of EO St. Louis.

UAE MEMBER NICK LEIGHTON FEATURED ON STRATEGY.COM



Nick Leighton, a five-year EO member, was featured in a Q&A style interview on Strategy.com, the Middle East's best source of business

and marketing information. Leighton is the managing director of NettResults Media Relations, a Dubai-based media relations agency that launched in 1999 and specializes in full media relations programs.

EO DC MEMBER INTERVIEWED FOR THE WALL STREET JOURNAL

EO DC President **Hamid Moinamin**, president of technology consulting company Insero, was featured in *The Wall Street Journal* special online section "StartUp Journal" offering advice to a beginner entrepreneur on the importance of peer groups. Moinamin, himself a former collegiate entrepreneur at the University of Virginia, expressed the important role that other entrepreneurs have played in his life.

FIVE HYDERABAD MEMBERS SELECTED TO MEET PRESIDENT GEORGE W. BUSH

On 6 March 2006, United States President George W. Bush spent some time interacting with a roundtable of entrepreneurs that included five EO Hyderabad members: **Satish Reddy, Teja Raju, Harsha Paruchuri, Sumanth Paturu and Prachi Patodia.**

LISA MARTIN RECEIVES 2006 "WOMEN WHO MAKE A DIFFERENCE" AWARD



Lisa Martin, president and CEO of LeapFrog Solutions, Inc., an award-winning marketing and communications firm, has been

chosen to receive the 2006 "Women Who Make A Difference" award by *Minorities and Women in Business* magazine, a publication that each year awards outstanding achievements by females in business and community affairs. Martin is a member of EO DC.

ORANGE COUNTY MEMBER MEETS WITH DONALD TRUMP



EO Orange County member **Eddie Rezek** recently met with infamous entrepreneur Donald Trump to discuss his launch of a new line of prod-

ucts through Barnes and Noble. In addition to this product, Rezek met with Trump's team to converse about the debut of the largest real estate/business/land auction in the world.

PRACTICAL PROTOCOL SELECTED TO TRAIN IRAQI PROTOCOL TEAM

Practical Protocol, an Alexandria, Virginia-based protocol consulting and event management firm owned by EO DC and EO Global Board of Directors member **Shelby Scarbrough**, has been selected to go to Amman, Jordan to train the Iraqi National Assembly. Practical Protocol will set a standard for how protocol is conducted within Iraq as well as instruct the group on establishing a protocol office.

SIMSON NAMED ENTREPRENEUR OF THE YEAR FOR 2005

Naomi Simson, CEO and founder of RedBalloon, was named 2005 Entrepreneur of the Year at the Champion of Champions Awards. At just four years old, RedBalloon packages top-shelf experiences and markets them online. Simson has been a member of EO Sydney for two years.

KEITH MADDOX FEATURED IN INC.

Keith Maddox, a member of EO New Jersey and the BOG Class of 2007, was featured in a special report in the January 2006 issue of *Inc.* magazine. This report was focused on private company valuations and included Maddox's company, Infinite Conferencing, as Case #3, ultimately valuing the company at approximately US\$10.3 million.

WHITE CITED AS SOMEONE TO WATCH IN 2006

Ron White of EO Toronto was highlighted in the 1 January issue of the *Toronto Star* as one of "10 People to Watch" in 2006. According to the *Star*, "Their innovative spirits, contrarian natures and commitment give us reason to believe they'll rise to the challenges of 2006." White, president of The Foot Shoppe Inc., has been an EO member for 10 years.

MELLISSAH SMITH FEATURED IN WEALTH CREATOR MAGAZINE

Mellissah Smith, an EO At Large member based in Sydney, Australia, was recently featured in *Wealth Creator* magazine for her entrepreneurial story and unusual spin on business ideas. In this article, Mellissah explains the ideas behind her various enterprises and her five keys to success.

TOM SKELLY SPEAKS FROM EXPERIENCE FOR BUSINESSWEEK



Tom Skelly, EO Boston member and WEO past president, was featured in *Businessweek* and *BusinessWeek Online* as an expert

on how to protect your business from fraud. The president of Skelly Insurance Agency, Skelly has more than 15 years of experience in the industry and more than 10 years of experience as an EO member.

PROFIT MAGAZINE FEATURES THREE EO MEMBERS

Three EO members from throughout Canada made an appearance in the May 2006 edition of *Profit* magazine, the nation's leading magazine devoted to business and entrepreneurship. EO Toronto member **Ron White** was featured in an article discussing how to change your company's name, while EO Vancouver member **Brian Scudamore** authored an article about vision. And, of course, EO Toronto member **Jeff Dennis** was featured as he is every month with his column as the "entrepreneur in residence."

GOTTHARDT HEADS NAME CHANGE AND GROWTH BENCHMARK



EO Atlanta member **Alan Gotthardt**, president of a private wealth counsel that changed its name to Brightworth, recently surpassed the "half

billion dollars under management" mark. Brightworth is the second largest NAPFA fee-only firm in metro Atlanta and one of just two fee-only firms in Atlanta with US\$500 million or more under management.

SRI MYNENI AND COMPANY RANKED AMONG TOP 100 BY IAOP

EO Hyderabad member Sri Myneni and his company Knoah Solutions were recently named to The Global Outsourcing 100 list by the International Association of Outsourcing Professionals (IAOP). Knoah Solutions, a leading provider of multi-channel and BPO offshore outsourcing services, has been named a Rising Star Outsourcing Provider.

MACNAIR HONORED AS A TOP PRODUCING TRAVEL AGENCY

MacNair Travel Management/American Express was recently a recipient of Sandals Resorts' "Best of the Best" Star Award and ranked 3rd for the Southeast United States region for top producing travel agencies. Owned by EO DC member Michael MacNair, MacNair Travel sent 15 percent more honeymoon couples to all-inclusive Sandals and Beaches Resorts in 2005 and achieved an overall growth of nearly 30 percent in its honeymoon division during past year.

BRIAN SCUDAMORE RECOGNIZED AMONG THE BRIGHTEST YOUNG LEADERS



EO Vancouver member **Brian Scudamore**, owner of 1-800-GOT-JUNK?, was featured in the newly released "Top 40 Under 40" in Canada by the

Globe and Mail. The *Globe and Mail*, the most respected business daily in Canada, called those included in this list "the brightest young leaders" in the country.

At one time, entrepreneur and EO founding member Peter Thomas lived for the excitement of his real estate and development deals. Then tragedy altered the course of his life. Today, this business visionary is chief navigator of LifePilot, an organization dedicated to helping people create the lives they desire by living true to their values.



HOW PETER THOMAS DISCOVERED THE SECRET OF SUCCESS (AND WHERE YOU CAN FIND IT, TOO)

The story of how Peter H. Thomas discovered the secret of success is practically legendary. The year: 1974. The place: a beach in Hawaii. The scenario: Thomas, a burgeoning entrepreneur with a growing mutual fund company, was taking part in an unusual Young Presidents' Organization (YPO) University class led by Red Scott, chairman and CEO of Activa Group.

Scott posed the question that altered Thomas' existence forever: "Are you living a life that honors your values?" He asked the class to list their values and then their priorities. "Now, check your priorities against your values," Scott instructed. "See if each of your priorities reflects one of those values."

At that moment, Thomas experienced an epiphany. He saw, with startling clarity, that more than half of the things taking up his days had nothing to do with any of his values—freedom, health and happiness. He set out to dramatically change his life.

Within the next month, Thomas moved his family from the prairie city of Edmonton to Canada's West Coast and bought the rights to Century 21 Canada, the country's first franchised real estate operation,

which eventually generated more than CAN\$1 billion per year in sales.

Over the next decade, Thomas' fame and fortune rose. Soon, he became the charismatic darling of the business press. They were enamored by his flurry of real estate and development deals and his high-flying lifestyle, which included a Lear jet, a yacht, classic cars and a penthouse.

For many entrepreneurs, this may have been enough, but Thomas never forgot the lessons learned on that Hawaiian beach. He did not just want to live a successful life; he wanted to live a life aligned with his values. "I felt success was empty unless the things I did aligned with what I valued most in life," he said.

Those values helped him rise to success. They kept things in perspective when interest rates skyrocketed out of control in the early 1980's and his fortune of CAN\$150 million plunged to minus CAN\$70 million. "I sat down and listed all of my assets," he recalled. "They included family, love, health, happiness and more. The only one I couldn't list at that point was money! I realized I could always make more money,



you can use them to navigate through life— through good times and through times that are full of chaos and uncertainty. When you live by your values, life becomes simpler. Your decisions become clear, and you spend far less time wondering what you should do, how you should act, what's right and what's wrong. Your values guide the way.

EO: What happens when we do not live in alignment with our values?

Thomas: I believe that, when the life you live doesn't complement your values, you end up unhappy because your external world doesn't reflect what's going on inside you. You feel inauthentic. Ask yourself: Is there a gap between the way I'm living and what I believe in? If there is, you have to change either what you value or what you're doing. I would suggest it's healthier and easier to change what you're doing than to give away your values.

EO: How do we know what our values are?

Thomas: Some people get in touch with their values easily; others have to look deeper, beneath layers of things they've invented about themselves or what other people have told them their values should be. I ask people to start by listing their 15 top values. Later, many people are able to narrow these down. I started with 15 values, but today I have three: health, freedom and happiness. Everything — and I mean everything — I do relates to one of these values. If it doesn't, I don't do it. No question.

EO: What's the best advice you can give to other entrepreneurs?

Thomas: Figure out what your core values are and stay true to them, no matter what. The world offers every opportunity to erode your values, in small and big ways. Don't let it. It's not worth it. A friend of mine, Praveen Varshney, says, "Integrity is like a glass ball. You have to handle it with care. If you drop it, you may shatter it or chip it, and it will never be the same again."

I also love the advice passed on to me by the sports icon Herb Capozzi. He said, "Peter, never fight with a pig. You can't win. You'll just get dirty, and the pig loves it." I try to remember this in any situation where I'm dealing with an issue that has the potential to drag me down.

EO: You have said that we all are geniuses. Do you really believe that?

Thomas: I do! In fact, a long time ago, I read a book that had a profound impact on me: Glenn Clark's "The Man Who Tapped the Secrets of the Universe." There's a line in the book that says, "I believe all mediocrity is self-inflicted and all genius is self-bestowed." It awakened in me the knowledge that we are all geniuses, full of potential. If we believe that about ourselves, we can reach new heights. ☺

but I might never get back many of the other things if I lost them."

Thomas' values guided him through chaos once again in 2000 when he received the call every parent dreads. His only son, Todd, 36, had committed suicide, jumping off the 14th floor of the New York Plaza Hotel. "It was the first time I encountered something I could not fix," he said. "I couldn't bring my son back, no matter what I did."

While he could not bring back his son, Thomas realized there was a way to create a legacy in Todd's name and heal himself as well. With the encouragement of friends, he formed LifePilot in 2003 to raise funds for mental health charities and bring his message about values to audiences around the globe.

Thomas, whose passion for life is rivaled only by his desire to help other entrepreneurs discover their own secrets of success, was happy to offer the following interview exclusively for the Entrepreneurs' Organization and its members.

EO: You've said the secret of success is living true to your values. What are values, and why are they so vital to us?

Thomas: Values are your personal principles. They represent what matters most to you. Elvis Presley, whose music I love, said, "Values are like fingerprints. Nobody's are the same, but you leave them all over everything you do." Your values act as your inner navigational instruments. When you know your values,

SNAPSHOTS

Check out how members balance work and play at EO events as only they can!



EO St. Louis



Forum Retreat Gathering



EO Marrakech University



EO Colorado



EO Brisbane

EO Family Conference





EO Philippines



EO Nashville



EO Montreal



EO Seattle



EO Sydney



Prior to his arrival at the “Junktion,” Herold owned two EO qualifying companies and coached hundreds of entrepreneurs. As a favorite speaker at the EO Marrakech University, he covered the “Roller Coaster Transitions of Being an Entrepreneur,” “Three Easy Steps to PR” and “Hypergrowth Strategies That Work.” These concepts have been critical to surviving the hypergrowth that 1-800-GOT-JUNK? has experienced and have significantly impacted the success of the entrepreneurs Herold has coached in the past 20 years.

Herold has spoken at other EO Universities and numerous chapter events, always with outstanding ratings by his peers and requests to return. Members who attended his sessions in Marrakech commented: “Great; very honest, moving and beneficial;” “Please have him speak again;” “The 1-800-GOT-JUNK? guy is the best speaker at this University.”

Cameron Herold and many other speakers who appear at EO Universities are available to speak at chapter events. So, if you have heard from or read about a speaker who you would like to visit your chapter, contact Patrick Brady at pbrady@eonetwork.org or visit the Speakers Database on www.eonetwork.org. While the University experience cannot be duplicated, connections to experts like Cameron Herold are always at your fingertips. ☺

For those who were unable to attend the EO Marrakech University, here is a handout from one of Herold’s sessions that can help you better manage your time and thereby achieve a more fluid balance between work and life.

SPEAKER FEATURE: CAMERON HEROLD

As Chief Operating Officer, Cameron Herold is one of the principal architects of the explosive 1-800-GOT-JUNK? brand. Since its founding in 1997, the company has enjoyed exponential growth and widespread recognition for its business achievements, growing from an initial base in Vancouver to a presence in virtually every major city in North America and Australia.

TOP 5 WORKSHEET

Write on this sheet the five most important tasks or projects for each of these time periods. Number them in the order of their importance. At the end of every day, do this to set up your next day’s focused work listing your TOP 5 for the following day. First thing in the morning, look at Item One for that day and start working on it. Pull the sheet out of your pocket every 15 minutes and look at Item One until it is finished. Then tackle Item Two in the same way, then Item Three. Do this until quitting time, then STOP! Don’t be concerned if you only finished two or three, or even if you only finish one item. You’ll be working on the important ones.



YEAR	QUARTER	THIS WEEK
1:	1:	1:
2:	2:	2:
3:	3:	3:
4:	4:	4:
5:	5:	5:

LIFE AND WORK MANAGEMENT ESSENTIALS FOR ENTREPRENEURS

BY GABRIELA CORA-LOCATELLI, M.D., M.B.A.

Entrepreneurs around the globe are thinking, planning and scheming how to stretch 24 hours into an endless and productive workday. We work 24/7 to maintain the lifestyles we have come to love. But in a recent survey of Fortune 500 male executives, half of those surveyed wondered if the sacrifices they made throughout their careers were worth it.

Burnt out, energy depleted or constantly stressed out, many of us are unable to take pleasure in our hard-earned position and financial stability. Instead of connecting with our families and friends, many of us find our time at home is just a continuation of a busy day at work. We increasingly struggle to maintain

a healthy lifestyle— pushing coffee to stay awake, sipping alcohol to go to sleep and rushing off to yoga classes in order to relax.

As an entrepreneur, doctor, consultant, spouse and mother, I appreciate the incredible challenges that entrepreneurs face in their daily responsibilities as I continue to master these challenges myself. Through the years, I have used the following strategies to help entrepreneurs, executives, clients, patients, families and myself manage life and work:

- 1 Analyze Your Current Life/Work Situation**
Assess your current level of performance, productivity, health and well-being.
- 2 Learn About the Effects of Stress**
Identify the biological factors and environmental sources of stress and implement effective strategies to manage them. Maximize your efficiency.
- 3 Establish Priorities and Set Boundaries**
As an entrepreneur, you don't "have" time but must "create" time. Use technology to your benefit: It is not the Blackberry's fault that you can be immediately reached anytime, anyplace. You should be sleeping instead of answering messages at 2:00am.
- 4 Build Solid Relationships**
You built your company with a brilliant idea and via outstanding networking. Your interaction with family and friends will replenish your personal joy and stamina. Protect these relationships as equally invaluable and irreplaceable assets.
- 5 Establish a Development Plan for the Present**
Fix what is not working for you in each and every area of your life. Implement healthy lifestyle strategies today. Maximize your sleep, nutrition, exercise and relaxation needs. Avoid drinking more than one cup of coffee or alcohol per day. Watch caffeine in your soft drinks. Clean up and organize your house and office. Organize your finances. Prioritize your activities. These things together will help you feel that your space — and thereby your time — is more manageable.

- 6 Create a Master Plan of Action for the Future**
You know how important it is to have a plan for your business. To do it all, you need an equally valuable, aligned, integrated personal *and* business master plan.
- 7 Revisit Your Plan on a Regular Basis**
What works for you today may not work for you next year. Change offers amazing opportunities to grow and prepare for the next challenge.

As with business plans, what works for one person may not work for the next, but you have the power over your time and your life. Take hold of that power and build your world — as you did with your business — into what you want it to be. ☺



President and founder of The Executive Health & Wealth Institute Inc. (EH&WI), Gabriela Cora-Locatelli was a breakout speaker at the EO Marrakech University on "Leading Under Pressure" and "Life/Work Management." Her areas of expertise range from strategic business planning and crisis management to cultural proficiency and stress management. For more information, visit www.ExecutiveHealthWealth.com.



CALENDAR

Here are the opportunities for EO Global learning for fiscal 2006/2007



EO FAMILY CONFERENCE

27-30 June 2006
Farmington, Pennsylvania, USA
www.eonetwork.org/sites/programs/family2006



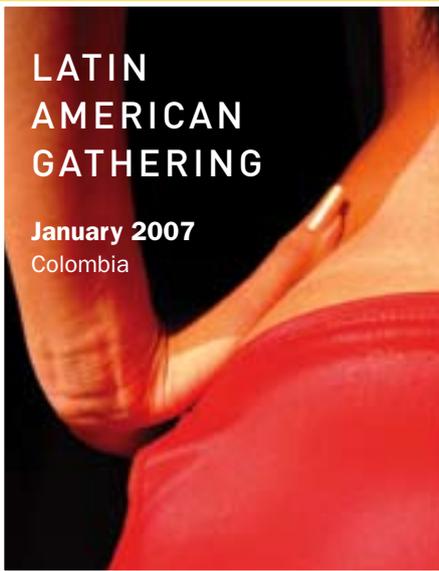
SOUTH AFRICAN EXPEDITION

6-16 July 2006
South Africa
www.eonetwork.org/sites/programs/southafrica




EUROPEAN CONFERENCE

26-29 October 2006
Lisbon, Portugal
www.eonetwork.org/sites/programs/lisbon



LATIN AMERICAN GATHERING

January 2007
Colombia

CHICAGO UNIVERSITY

16-20 August 2006
Chicago, Illinois, USA
www.eonetwork.org/universities/chicago

ROAD



TOKYO UNIVERSITY

27–31 March 2007
Tokyo, Japan

BIRTHING OF GIANTS (BOG)

Year 3/ Class of 2007
2–6 May 2007
MIT Campus, USA

This, the final year of the BOG program, will teach participants how to accelerate the growth of their businesses. After Year 3, participants graduate from the BOG program.



May 2007

The GLC is structured over two days of intensive training to provide you with the fundamentals and the key responsibilities of leading your chapter.

BIRTHING OF GIANTS (BOG)

Year 1/ Class of 2009
30 May–June 3 2007
Dedham, Massachusetts, USA

The focus is on building your organization. The sessions are rigorous and competitive. In short, we bring you the best, at a time when you need it, in a way that fits both your schedule and your budget.

ADVANCED BUSINESS PROGRAM

Year 2/ Class of 2007
17–20 June 2007
Dedham, Massachusetts, USA

Join fellow entrepreneurs at MIT's suburban campus for an intensive four-day course that delves into relevant topics pertinent to maturing businesses.

BIRTHING OF GIANTS (BOG)

Year 2/ Class of 2008
20–24 June 2007
Dedham, Massachusetts, USA

In Year 2, BOG participants will build upon the knowledge gained regarding building their businesses and will learn how to finance the growth that they desire.



BERLIN UNIVERSITY

August 2007
Berlin, Germany

EO Global events allow you to network with your peers from around the world, connect to experts from a variety of disciplines and create once-in-a-lifetime experiences that can only be found through EO.

Make plans to attend at least one of the events in 2006/2007 and discover the true power of a global community of entrepreneurs.



Barbie Adler, herself an entrepreneur, is a respected relationship expert and the founder and president of matchmaking firm Selective Search Inc. For more information on Selective Search or Barbie Adler, visit www.selectivesearch-inc.com.



APPLY YOUR BUSINESS STRATEGY TO YOUR LOVE LIFE

BY BARBIE ADLER
SELECTIVE SEARCH INC.

For most entrepreneurs, the prospect of dating or finding someone meaningful to share your success with lands on the “To Do List” wedged somewhere between “Find a CFO” and “Add CRM to the database.” Our personal lives have a tendency to meld seamlessly with our work life until it’s hard to discern the two. The concept of work-life balance feels more like a distant galaxy than reality.

The question I’m most often asked is, “Where are all the quality singles?” The honest answer is that they are all around you. But finding someone of substance takes the kind of time most entrepreneurs don’t have.

So apply your business practices to your search. Approach dating like you would finding a new employee. Be your own recruiter. Don’t leave it up to blind dates or well-meaning friends. Determine your needs and criteria first. Perform a gut-check: Are you ready to be in a relationship? Are you willing to invest the time to date? Do you know your non-negotiables when it comes to religion, children, politics, lifestyle, work and personal relationship goals?

Once you have been honest about these critical qualities, you are ready to begin your search. Here are some helpful resources to consider:

Online Dating

In some respects, the online experience is a positive one: You have daily access to meeting hundreds of individuals who might never have crossed your path otherwise. It has, however, become survival of the fittest.

Pros: A low barrier to entry. Light on the wallet, and you will experience an instant outcome. You have the opportunity to meet dozens of other singles. Consider specialized sites to narrow the field.

Cons: If you value privacy and honesty during the dating process; if you have limited time and are not looking for random dates, don’t want to meet a current employee or old math teacher, online dating is not for you.

Dating Services

Dating services offer more personalization than online services. They vary from quick lunches to speed dating to video matching.

Pros: You will have more control over your selection than you would with an online service. You can select a potential match upfront via video or a profile. Minimal to moderate cost.

Cons: Be prepared to sift through thousands of profiles and date someone whose background, stability, appropriateness, accuracy and sincerity are unverified. A dating service accepts enrollment from as many people as possible. It’s about filling a quota vs. receiving quality matches.

Matchmakers

A matchmaker is an individual who chooses a mate for you. At first this may seem “old world,” but a matchmaker is a highly effective and efficient process for entrepreneurs.

Pros: Time-saver for constrained, busy entrepreneurs. Discreet, highly personal, focused exclusively on you. A good matchmaker knows your individual preferences and personality. They will help you move outside your social or work circles, meeting individuals you might never have come across otherwise.

Cons: There are numerous “mom and pop” matchmakers who don’t have a clear process or who are in it because friends said they were good at fixing people up. Look for a professional who is accredited by the Better Business Bureau. Get extensive referrals.

The Personal Recruiter

Personal recruiting services are matchmakers who approach the process as an executive recruiter. They combine the same careful vetting processes used by recruiters to fill top level executive positions with the art of matchmaking.

Pros: A professional vetting process eliminates time wasted on inappropriate candidates. A highly targeted approach that delivers the ROI you're looking for. You can be introduced to the love of your life with a minimal time investment.

Cons: This is typically a more costly approach. If you are looking to feel your way around the dating process or go on lots of dates, a personal recruiter is not for you. If you're still planning to play the field, try online dating.

Regardless of the method, be strategic in your approach. Don't settle. Dedicate time to finding the love of your life, if that's what you want, because he or she is out there. ☺

10 QUESTIONS THAT DEFINE A LOVING RELATIONSHIP

If you already have a serious partner, review the following questions to determine the health of your relationship. These questions not only help us learn what to look for, but they can serve as valuable tools allowing us to focus improvements on our existing relationships.

♥ **Do you feel safe and deeply cared for?**

Do you get the comfort and support you need, or is it missing in action, making you feel like holding back? Do you feel like a "sensitivity chip" is missing?

♥ **Is your partner plugged into your world?**

Does your partner care about your friends and family? Does he ask you about them or actively include them in your "couplehood?" Does she get upset that you spend time with them? Does your partner try to get out of going to family events or get-togethers with friends, leaving you to attend alone?

♥ **Can you be your real self with your partner?**

Can the not-so-nice side of you make an appearance and feel secure that your partner is still going to love you? Can you trust her with your fears, insecurities and vulnerabilities, or do you fear they will be used against you at a later date?

♥ **Does your partner honor what is important to you?**

Does she show how much she cares about your interests, goals and dreams?

♥ **Does your partner support and build your self-confidence?**

Do you feel he is in your corner, or do you feel he is critical and that you are not doing something right or not living up to his standards?

♥ **Will your partner do something for you even though he really doesn't feel like doing it?**

Does he make sacrifices for you and not make a big deal out of it afterward? If you have a problem, does she genuinely listen, or does she offer advice and tell you how to fix it rather than trying to understand your issues?

♥ **When your partner is angry or there is a conflict, how does she treat you?**

Does he ignore you or belittle you? If someone were treating your friend, sister or child the way he treats you, would it be acceptable to you or would you tell your loved one to get out of the relationship because she deserves better?

♥ **Does your partner love you the way you want to be loved?**

When you state your wants, needs and desires — what is okay and not okay with you — does she acknowledge and do something positive about your requests?

♥ **Is your partner consistent in the way he loves you, even at times when you are inconsistent?**

Are his words and expressed feelings and actions consistent over time? Does she walk the talk, or does she have double standards for how she wants to be treated versus how she treats you or others?

♥ **If you broke up, would you miss your partner or the relationship?**

It's great being a couple, but you need to separate the "together" things you do from the individual. Do you love her on her own, or do you love her as part of the two of you?

EXECUTIVE PHYSICALS: DON'T GET CAUGHT RUNNING ON EMPTY



Adam Kaufman is president of the Inventory of Skills Foundation, soon to be re-branded as the Healthnet Foundation. This non-profit foundation focuses on providing medical information and access to members of the "O" community.

On 1 July 2006, the Inventory of Skills (IOS) will be re-branded as Healthnet Foundation. IOS is a member benefit for EO members and will continue to serve EO members under the Healthnet name. This name change symbolizes a renewed focus on providing members with valuable health tools. The new brand, new website and new health initiatives will be launched soon. For more information or for help with a medical request, call Healthnet at +1.440.893.0830.

BY ADAM KAUFMAN
EO CLEVELAND

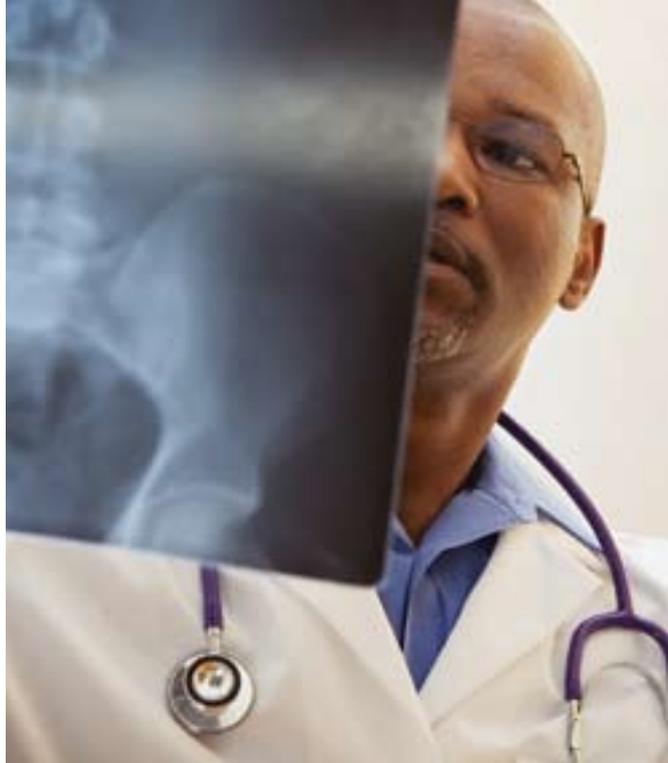
8 hours.

While most entrepreneurs pay attention to the smallest variances in their businesses, they often fail to acknowledge significant changes in their health. Some think that no doctor can truly detect anything that isn't immediately obvious. While most of us are familiar with the standard annual physicals, many of us forego this experience because we feel fine. Or, even if we don't feel 100%, we assume that it's just from the stress of running a business.

Maybe we simply cannot find time between a meeting with our CFO and soccer practice at night. The point is that we go: We don't stop moving long enough to pay attention to the engine that is pulling everything in our lives— our bodies.

In a single work day, you can negotiate a better rate with a supplier and increase your profit margin for years. You can call your financial planner and make an investment to impact your retirement. You can book a vacation that will create lifelong memories for your family. Or you can have an Executive Physical and save your life.

Executive Physicals are one of the many services available to EO members as part of their Healthnet Foundation benefit. While these physicals are not free — they range from US\$2,000 to US\$3,000 — they are invaluable in determining your health for today and the future. During an average day of testing, which typically lasts eight hours, you will receive more than a snapshot of your current health. The physician will set benchmarks for future testing and provide guidance on adopting healthy behaviors to keep you running at maximum capacity.



The actual tests given in Executive Physicals vary by gender, age group and personal medical history, but a typical schedule covers:

- Comprehensive Blood Work and Urinalysis
- Electrocardiogram
- Cardiac Stress Test
- Visual Acuity and Glaucoma Testing
- Hearing Evaluations
- Chest X-rays
- Pulmonary Function Testing
- Nutritional Counseling
- Exercise Counseling
- Lifestyle Assessment

8 hours.

Chances are that you are running on empty, because that's the lifestyle of the entrepreneur— we are running full tilt all the time. Can you afford to take the time to make sure that you are in good health? Can you afford to miss out on a meeting with a client to make sure that you can have breakfast with your friends in 15 years? Can you afford to take a day out of your life today to ensure that you can have another day with your family in the future?

Can you afford not to?

For more information on Executive Physicals, contact the Healthnet Foundation at +1.440.893.0830. Consider scheduling your spouse for an executive physical the same day or making it a wellness weekend and adding a round of golf or tennis.

healthnet
FOUNDATION

THANK YOU TO OUR AFFINITY PARTNERS

EO's partners make it possible for us to provide you with outstanding learning events, new benefits 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.



Axentia Solutions L.L.C., owned and operated by EO member Paul Miller, is a credit card payment processor providing state-of-the-art solutions that are affordable, reliable and innovative. Axentia Solutions has been selected as the payment processor for EO and many companies owned by EO members throughout North America.



PR Newswire Association LLC provides electronic distribution, targeting, measurement, translation and broadcast services on behalf of some 40,000 corporate, government, association, labor, non-profit and other customers worldwide. Through a partnership with the Entrepreneurs' Organization, PR Newswire provides a PR Toolkit that includes a variety of resources including educational articles and press release writing tips.



Hertz, the world's largest car rental company and best known global travel brand, offers all EO members and their employees reduced rates, discounts and fee-waived membership in Hertz #1 Club Gold®. The EO/Hertz Business Account Program provides members in North and Latin America, Australia and New Zealand with earned Free Rental Day Certificates as well as other upgrades and offers. Hertz returns a portion of the revenue generated by EO members and their employees to EO Global.



ExactTarget delivers on-demand email software solutions for permission-based email marketing. EO Global, The Home Depot, General Mills, Scotts, Churchill Downs, Encyclopedia Britannica and more than 3,250 organizations worldwide rely on ExactTarget email solutions to strengthen their customer relationships and to control email throughout the enterprise.



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.

THANK YOU TO OUR STRATEGIC ALLIANCES

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European Conference | **Lisbon**

26-29 October 2006



EXPLORE NEW ROUTES



"Explore New Routes" at the 2006 EO European Conference in Lisbon, Portugal, 26-29 October 2006
www.eonetwork.org/sites/programs/lisbon/lisboninfo.html



**Entrepreneurs'
Organization**

*fueling the
entrepreneurial engine*

OUR MISSION

To engage leading entrepreneurs
to learn and grow

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