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**WHAT POWERS
YOUR DREAM?**

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Entrepreneurs'
Organization

MARCH 2007

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octane

The Entrepreneurs' Organization Magazine



Entrepreneurs' Organization

MAKE A MARK

We're not afraid to challenge convention. We are in control of our destiny, and with that comes a great responsibility. To build value. To make a difference. To leave a legacy. We're willing to put in the effort to transform any experience into a positive one for all.

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Family Conference

26-29 June 2007

www.eonetwork.org/sites/programs/family2007



fueling the
entrepreneurial engine

dream...

A series of images of unusual vividness, clarity, order and significance, sometimes seen in a dream

A succession of images, thought or emotions passing through the mind

Something of an unreal beauty, charm or excellence

We all have them, some more vivid than others. It's what drives us to get out of bed each morning, sometimes before dawn, to face another day of challenges and demands that only serve to get in the way of the dreams we had the day before. And each day we dream, we get stronger and stronger and closer to achieving these dreams.

It's interesting how you can go to any EO event, anywhere in the world, and hear members across the planet speak of their dreams with passion, enthusiasm and commitment as they look to fulfill them and make their mark. It's what brings us together.

In this edition of *Octane*, you'll hear from some of our members how they dreamed, learned, worked, engaged, overcame and succeeded to achieve the ultimate prize— fulfillment. And you'll discover, much as we did when we began to collect articles for this issue, that Living the Dream means something different to everyone. There is no one way to define it, yet the presence of a dream can be an overriding force in our lives and our communities.

Read their stories and listen to their successes. Then pause to consider the path to fulfilling your own dreams and how your EO peers might just help you along the way.

And while you're doing that, we'll keep dreaming up new ways to make this a better organization so that we can give you a hand as you walk that path.

Dream on!

Darton Case
EO Chairman

Troy Hazard
EO President

EO UPDATE

- **ENTREPRENEURSHIPWEEK USA** Thanks to all of our members and chapters who participated in the celebration of entrepreneurship during EntrepreneurshipWeek USA. From learn-arounds to speaking engagements at local schools, EO members used their position to help drive entrepreneurship and recognition of it during this important week.
- **LATIN AMERICAN/CARIBBEAN CONFERENCE IN COLOMBIA** Thank you to the EO LAC Colombia Committee for helping to organize one of the best attended Global events in the region's history. LAC member leaders and staff are dedicated to supporting one another and bringing the benefits of EO membership to their peers in the region.
- **GLOBAL LEADERSHIP CONFERENCES** Heard about the Global Leadership Conferences? Wanna go? Well, if you are an incoming chapter officer, you can register now at www.eonetwork.org/glc2007. If you aren't yet a part of your local leadership, contact membership@eonetwork.org or a member of your local board to find out how.
- **ACCELERATOR PROGRAM** The EO Accelerator program recently launched in five new cities. Congratulations to EO Boston, EO Dallas, EO Los Angeles, EO New York and EO St. Louis for launching these emerging programs. To find out more about bringing Accelerator to your chapter, contact Erik MacKinnon at emackinnon@eonetwork.org.
- **IT'S ALMOST TIME TO RENEW** Renewal season is almost here. Be on the lookout for your renewal notice from EO Global coming soon. Don't let a lapse in your membership mean missing out on Forum, chapter events or connecting with your peers from around the globe. Contact membership@eonetwork.org to find out about AutoRenew so we can do the work for you moving forward.
- **GET INVOLVED IN THE 20TH ANNIVERSARY** With EO's 20th Anniversary Celebration and the Global Leadership Conference rapidly approaching, it's time for you to get involved! Email us at communications@eonetwork.org with your chapter photos, videos and other miscellaneous memorabilia for possible publication. For more information on what you and your chapter can do, contact communications@eonetwork.org

DREAM IT. KNOW IT. DO IT.

CLARIFY THE DREAM

After our organization reached 5,000 members and grew the WEO brand, member leaders sat down to plan a new course. The result was a “branding architecture” that leads off with a vision for EO to be the world's most influential community of entrepreneurs and a mission to engage leading entrepreneurs to learn and grow. This language does a great job of defining what EO is and what we want to be...it is a great “dream.”

But, as we began to implement this new brand, we found a challenge within the language. The challenge centered on a single word: “influential.” People interpreted it in different ways, leading to conflict. Some thought “influential” meant to influence those outside the organization, such as prospective entrepreneurs, political leaders, funding sources, the general public. Others thought “influential” meant to influence our own members as the most significant learning community in which our members participated. This lack of clarity made it difficult for the member leaders of the organization to align.

Fortunately, in contrast, our mission is extremely clear. Every time a member, EO Global staff person or journalist says that EO is engaging leading entrepreneurs to learn and grow, it reiterates that EO brings people

IMPLEMENT THE DREAM

For 13 years, I have worked with entrepreneurs to help them understand their current states, frame strategic choices and mobilize action. One common thread running through all of these business owners was the existence of a dream. Another was the challenge of creating an effective strategy to help them realize that dream. Long story short, a dream is only a dream unless we have a plan.

This is true of every business— mine, yours, even EO. We need specific direction, a reason behind each decision, to help us map our way to the fulfillment of our dreams. With this in mind, the EO Global Board

together to deal with that task in a positive way. So long as we stay true to this mission, and use it to drive our offerings and strategic focus, we are on the right path.

From this branding, we learned that a dream is only powerful if it is clear. Especially in a volunteer-led organization that operates in a decentralized global model, clarity of vision and mission is essential to success. So we decided to map the steps to achieve this clarity.

EO has begun a strategic planning process to chart a path from our 20th anniversary in 2007/2008 to our 25th anniversary. As part of this process, we looked at the work done during the past few years on the development of the EO brand and structure. We affirmed that this is the EO of our dreams. We also clarified that we will not be influential externally unless we are first the most influential internally, so that has become our primary goal.

*Our planning is now focused on how to live that dream— the specific steps EO needs to take to ensure that **we are engaging leading entrepreneurs to learn and grow while establishing ourselves as the world's most influential community of entrepreneurs.*** ☺

MARK LINCOLN
EO ST. LOUIS



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.

GINA HOAGLAND
EO ST. LOUIS



of Directors recently met to plan the strategy of the organization through 2011. Once this plan is in place — in the next few months — there will be no doubt as to where the organization is going and how we will arrive there.

What strategy is driving you to your dream? If you don't have one, perhaps this is the time for you to map it out. Perhaps you already have a map and want to consider a review, simply to ensure you are still on the right path. Either way, keep in mind that dreams are the fires that ignite our passions and plans are the octane that fuel them. ☺

Gina Hoagland of EO St. Louis is Co-Founder and President of Collaborative Strategies, Inc., a management consulting and strategic planning company based in St. Louis, Missouri, USA. Gina is currently President of EO St. Louis and has served in the past as the chapter's Education Chair and Membership Chair.



dreaming THE FUTURE



DAVID RYAN
EO OTTAWA

David Ryan is the President of Electronic Time Capsule and Chapter President of EO Ottawa. During his EO tenure, he has also held the positions of Education Chair, Forum Chair and Membership Chair. David's personal mission is to create and lead situations to enhance people's lives.

At age 31, I have just sold my nine-year-old insurance business to live my dream.

As entrepreneurs, we extrapolate, create and execute. We spend much of our time doing and orchestrating, but it all begins with one thing: To live the dream, one has to dare to dream. I think, as entrepreneurs, that's where it all begins.

Over the years, I've had more than one dream that I was eager to pursue— ideas that hit me and that I thought I could put into practice. Some that might have worked (such as a lawn ornament to cover gas meters) and others that were shot down by market studies (like my idea for an internal automotive garbage system to decrease litter).

Sound familiar?

But one day, even as I was pursuing one dream as an entrepreneur, another dream grabbed me— one that I began to pursue doggedly.

It started as I was writing a journal for my newborn daughter. I wanted to create a journal so that she could reflect on my love for her and use my experiences in guiding her own life, much as we do with experience sharing in EO. But, not long after I began to write, I recognized some drawbacks to my chosen format: I was uncomfortable discussing certain mature topics, in fear that she might read the journal at a young age; I was unable to contribute to the journal when traveling because I didn't want to lose it; and I wasn't comfortable allowing others to contribute, though their input would be meaningful, because the topics and information I had revealed were too personal.

I had to find another way of preserving my thoughts, events and emotions and sharing them only at a time when I wanted them to be viewed, but no immediate solution presented itself. I thought a time capsule might be a good way to go, but I didn't want to worry with the mess of digging and burying and all that. As I pondered ways to accomplish my goals, I realized that, with today's technology, the answer was quite simple: I would create an electronic time capsule.

It took me two years. During that time, I realized that others might desire an electronic time capsule of their own, for something similar or for something that had not yet occurred to me. I decided to offer this service to the world, to families everywhere. From there, it was all business. I began the market study and finally launched www.electronictimecapsule.com in May 2006.

For me, my dream isn't about business so much anymore. It's fortunate that I've been able to translate my passion into something that is marketable, but it's about more than that. Living the dream for me right now is seeing my daughter's time capsule account being filled with messages, photos and videos from myself and all the important people around her. I know that, when these messages are delivered to her in 30 years, she will be able to tap into something that many of us only dream of— her history, her family and her innocence.

I sure hope I never stop dreaming. ☺



DAMON GERSH
EO NEW YORK

The world changed on September 11th. Though these acts of violence can happen anywhere, as a New Yorker who watched the events of that day unfold, I remember it as a surreal nightmare. As the owner of a New York City disaster restoration company, I knew that the days ahead would change my life in ways that I could not even begin to comprehend. I liken the feeling to standing on a beach watching a tidal wave slowly approach from the distance. It became clear that I must either learn to surf the wave or be swept away by it.

On 12 September, I convened a meeting with my staff and, after a moment of silence, we got to work. One key idea I remembered from my Birthing of Giants (BOG) class was to identify and control the “choke point” of your industry. I realized that the choke point for our industry was the limited supply of labor skilled in disaster cleaning work. I immediately assigned a team to contact every subcontractor we had ever worked with to secure their commitment to work exclusively for MAXONS. Within 24 hours, we locked up almost the entire local skilled labor market — all before we had even one job.

During the ensuing weeks and months, we amassed an army of more than 1,600 workers who cleaned and restored more than 50 office buildings, 3,000 apartments and hundreds of businesses around Ground Zero to help New Yorkers make the first steps toward recovery. We were recognized by many media outlets, including a five-minute international report on CNN featuring MAXONS and our key role in the recovery process.

Looking back at those times, it seems like every action taken in the years leading up to that day were to prepare me and my company to rise to the occasion and seize a unique opportunity to do good and to do it well. Our success during that time can be attributed to the quality and the quantity of our relationships— with our employees, our vendors, our suppliers, our clients and the media. It's clear to me now that success is never achieved alone.

I have been told the Chinese symbol for crisis is comprised of the symbol for danger and the symbol for opportunity.

“LIVING MY DREAM AS AN ENTREPRENEUR HAS, FROM THE BEGINNING, BEEN FUNDAMENTALLY ABOUT HAVING FREEDOM.”



Damon Gersh of EO New York is the President and CEO of MAXONS Restorations, Inc., a leading disaster restoration and recovery specialist company in New York. Damon has served as the President of his chapter and is also a member of the Young President's Organization (YPO), Young Insurance Professionals and Building Owners and Managers Associations (BOMA).

As a function of this dream, I learned that I would need to change my role in my company and go from having total control of every decision to becoming the person whose role was to develop leaders. This new direction and self-definition allowed me to free myself from the day-to-day operations of my company and develop leaders who were able to assume huge areas of responsibility when 9/11 occurred.

In hindsight, if I had stayed in the “hub and spoke” model of leadership, where every decision had to go through me, the sheer volume of information and decisions that were required to manage the complexity of a massive response would have driven me insane and surely damaged our company's reputation. Also, as a result of my key staff handling the operational aspects of our response, I was able to focus on more far-ranging opportunities, such as dealing with the media and seizing the opportunity to have our company featured on CNN.

I started MAXONS when I was 21 with my father, Max, who was then 81. As any son, I wanted to impress my father, especially in our shared arena of business. Though he retired from the business in 1994, he always remained interested in our accomplishments and the continued growth of the company. As a result of our efforts following 9/11, we were recognized with many business awards, most notably the 2002 Ernst & Young Entrepreneur of the Year Award in New York City. During my acceptance speech, I dedicated the award to my amazing team as well as to my father (then 94) for the example of his resilient spirit.

My father passed away later that year, and that moment we shared was the highlight of our business relationship and of my career (so far!). He couldn't have been more proud that evening, and I couldn't have given him a greater gift. It was the culmination of every effort put into the business and indeed a dream come true. ☺



ADAM GLICKMAN
EO LOS ANGELES

Adam Glickman of EO Los Angeles is Founder, President and CEO of Condomania, America's first condom store. As President and CEO, he now oversees all of Condomania's retail, mail order and Internet operations. Condomania and its President, currently the Chapter President for EO Los Angeles, have been cited in more than 1,000 newspaper and magazine articles.

THE POWER OF PASSION

We entrepreneurs are a passionate bunch. We are passionate about the companies we build and the families we love. We tend to approach most of the important stuff in life with unbridled vim and vigor. We instinctively focus on the bright side of things, seeing every problem as a solution waiting to happen. We all know that despite our common bonds, however, one EOer's dream is not always another's bowl of Rocky Road ice cream.

Armed with these insights, early last year I approached my chapter, EO Los Angeles, with the idea of producing a charity event to benefit children affected by AIDS. Like many, I have known someone who has died of AIDS; however, the issue is close to me for two additional reasons. One, I have been selling condoms and related safer sex products through my company, Condomania, for more than 16 years with the goals of making safer sex more accessible, acceptable and enjoyable. Two, my wife has been a long-time volunteer and board member of The Children Affected by AIDS Foundation (CAAF).

Combining my passion for this important cause with the activities and interests of EO presented several challenges. First, many in EO have argued that it is not the mission of EO to do philanthropic work. After all, our cause is the welfare and success of our members, not the entire world. Second, even if the chapter agreed to support a philanthropic event, we would still have the challenge of identifying a common cause and determining our level of involvement.

Fortunately, as President-Elect, I had a little extra influence within the chapter, which enabled me to make a strong pitch for the charity event concept. To be truly persuasive, I knew that my pitch had to address the aforementioned concerns.

Working with the chapter board, it was agreed that, while EO could support a charity event in many ways, it was not appropriate to use our budget to pay for the event or to make a donation. Rather, we would use other chapter resources, such as the time and effort of our members, to plan the event and drive

attendance. In addition, the chapter would front all the money needed for deposits and advance costs.

Knowing that we had to appeal to passions beyond those concerning HIV/AIDS to attract a large crowd and generate funds, we built the event around an art auction concept. In true EO fashion, we thought big, collecting donated pieces of art from more than 50 Los Angeles-based artists, soliciting cash and in-kind sponsors and throwing one hell of a party in an extraordinary venue.

On 11 May 2006, the Los Angeles Chapter of EO presented City of Angels, City of Art, a Benefit for the Children Affected by AIDS Foundation. The event, held at a funky "superloft" space in downtown Los Angeles, was attended by more than 200 people and raised approximately US\$45,000 through ticket sales, the sale of donated works of art and a silent auction. The evening concluded with a brief "Conversation on Collecting Contemporary Art" with noted art experts, as well as a live auction of selected works, hosted by Bonhams & Butterfields.

One highlight of the event was the sale, via live and silent auction, of 12 pieces of children's artwork, selected from dozens of entries in a national contest



1st Place Winner, EO LA/CAAF Children's Art Contest
SERAPHIC SUNRISE by Ashley, Age 12

open to children served by agencies that receive funding from CAAF. The winning entry, Seraphic Sunrise, by Ashley, age 12, was featured as the cover art on the event invitation and sold at the live auction for US\$400.

Yes, we entrepreneurs are a passionate bunch. I value the diversity among my peers, and I deeply respect our differing points of view. In the end, however, I know what unites us as EO members is many times stronger than what could possibly divide us. When our visions are aligned, there is nothing that we can't do. ☺



HAZEL JACKSON
EO U.A.E.

Hazel Jackson of EO U.A.E. is Founder and Managing Director of Dubai-based BizAbility F2 LLC, a human resources solutions consultancy. Hazel is currently Vice President of EO U.A.E. and has served in the past as the chapter's Education Chair and Chair of Dubai University. She will be chairing the GLC in Dubai, 17-19 May 2007.

A DREAM TRANSFORMED

My desire to take center stage and communicate was first witnessed at the tender age of 5. Armed with a blackboard and freshly learned skills at nursery, I took it upon myself to spread my knowledge with some of the less fortunate children in Lusaka, Zambia. My parents had told me that I was very lucky to go to school, as some families needed to select which of their children could attend school due to restrictions. I thought it was unfair that they could not go, and I was soon found "holding court" surrounded by a quiet circle of kids of varying ages.

Later, this confidence was translated into school plays, as I developed my dream to be a famous actress. This dream grew until I was 16, when we moved back to England and I met my first entrepreneur. I was blown away by how exciting his life was and what he'd achieved by starting and growing businesses.

In the space of a few weeks (or possibly days) my dreams changed, and I announced to my parents that I was no longer going to be a famous actress, but a famous business woman. I couldn't quite lose the "famous" bit!

After a very unglamorous start in classified telesales and various other sales-related roles, I started working in the advertising industry in London. In 1992, I was offered the chance to launch a product for a client in Dubai, United Arab Emirates. "Where's that?" I remember asking 15 years ago. Little did I realize that this majestic city would be the launch pad for my dreams.

Even though Dubai was little more than 30 years old, as a city it was inspirational. I just knew this was where I could make my mark, start my business, become famous!

I ran out of excuses for the London agency to keep flying me back to Dubai, so I made a life changing decision: I resigned, wished farewell to my friends and family and headed back out to Dubai to live my dream, all in the space of two weeks. I was afraid if I hung around too long people would SNIOP me (it means becoming Susceptible to the Negative Influences of Other People), especially as they kept reminding me I had no money, no business idea or plan and nowhere to live!

In order to live the dream, I needed to start it, but I still didn't know what I was going to do. My business was shaped by a challenge I received from a prominent businessman in Dubai who owned the daily English newspaper. I confidently announced I could significantly improve his classifieds team and their sales results. He accepted and I delivered my first training program. I'd come around full circle – "holding court" with a team of brilliant ladies eager to learn the art of telephone sales.



The results were hugely successful (despite the atrocious spelling in my first training manuals!), so my business was born: delivering motivational and sales training to corporate clients. Over the last 15 years, it has grown from one naïve but enthusiastic person to a brilliant team of over 35 professionals with offices in Dubai and Bahrain, an impressive list of blue chip clients and a range of consulting and training services.

I live my dream every day, owning my business, growing people and chipping away at becoming famous!

I look forward to meeting you at the EO Tokyo University and Global Leadership Conference (GLC) in Dubai next year. If you know who I am, I'm on my way to making my dream of fame a reality! ☺

MY SON SAYS, “DON'T BE GROSS: BE NET”



ANDREW FULD
EO DALLAS

Having owned several businesses at one time, Andrew Fuld of EO Dallas loves a challenge. Most recently, he founded 4 Color Press, a franchise organization that has focused on the profitable aspects of the print for pay market. Andrew also founded HydraMate, a company that produces an assistive drinking device for mobility challenged people.

MY 10-YEAR-OLD SON, JACOB, HAS THE BUG.

I think I gave it to him inadvertently (probably... no, definitely on purpose). He has, in the past three years, made necklaces from old chandelier glass and sold them door to door and bundled rosemary from our front yard and sold it door to door. His latest business: selling soda from his backpack at school, which he even sells to the teachers.

With each new venture, we add a little to the process. With the necklaces, he was thrilled to get the revenue; with the rosemary, he incurred a little labor with the help of his first employee; and now with the soda, he has taken on inventory with an associated cost and cash flow ramifications.

Early on in the process, Jacob would take orders for the following day and then have me take him to the store to fill them. Though he was selling almost US\$5 per day in soda, it was costing him almost US\$6. At first, he was perplexed and then became a little annoyed. He wanted to know how this was happening. I thought it was time to start a P/L with him so he could see exactly what his efforts were generating.

So, we set up the P/L and listed the various brands he was selling as revenue and the costs associated (like transportation to the store— \$US1 each way. I have to make money, too). Guess what he found? Though his sales were consistent and strong, he was losing money. We talked about his revenues, and the truth came out that he was comping products to a few girls who also seemed to understand sales very well!

He also soon realized that he was spending way too much per unit by buying products as needed and could save a significant amount by buying in bulk (12 packs).

Jacob made the transition from sales to profits. He now understands direct, indirect, variable and fixed costs. He is nicknamed “Margin Man, Jr” and still comps the girls for the referrals they bring. He is netting almost US\$5 bucks! Not bad for a 5th grader.

It occurred to me at one of our monthly EO learning events how many of our members may think the same way Jacob initially did. It is funny how, as entrepreneurs, many of us keep scores on our progress by chasing that revenue goal. “I am successful because I built a US\$10 million company,” we think to ourselves. Big numbers make us feel good. Of course, the stress of making payroll or looking for a cash injection may take the edge off that buzz pretty quickly.

Jacob would now argue that putting numbers on the board is a false metric when utilized as the sole bellwether to measure success. This is an obvious statement, but most likely ignored too often. I was mentored early on in my business development by a husband and wife team who put it very simply: “It is not what you sell as much as it is what you keep.” I have embraced that little gem for a long time.

Certainly, everyone must find the balance that works at the particular phase in their business development. One can't be such a miser that one destabilizes their ability to provide the service or quality level that differentiates them in the marketplace. Our business is all about the penny. We make them one at a time, and it seems we spend them by the handful if we are not careful. So we watch costs carefully. We get discounts by asking where our competition's costs are being increased. We keep our eye on the ball and do it right the first time. We care, our employees care and our customers and bottom line benefit.

Jacob built a desk out of a cinderblock and a notepad in the closet in my office. It is pretty Spartan in there, and he seems to be working on something. It concerns me that, one day soon, he may come out of his office after finishing his homework with a hostile takeover bid. I'll be waiting. ☺



ALL I NEED TO KNOW ABOUT BUSINESS, I LEARNED FROM RUSSIAN HISTORY

CHRIS COUTINHO
EO CHARLOTTE

I have no training as an entrepreneur. (Can we really train for that?) My story, or “training,” is a bit of a comedy, as are most twists and turns in my life.

I graduated from the University of Victoria (UVIC) in British Columbia, Canada, with a major in Political Science and a minor in Philosophy. I was going to go to law school until I actually cracked open my first legal text book. Unfortunately, I waited until my third year to check out the legal books, so when I finally realized I could not possibly read them, I found myself closing in on the end of my college life with a sudden lack of a path.

Enter Political Science 430: Russian Political History.

Mid-way through the semester, my professor attempted to describe Karl Marx's theory of “Surplus Value in Labor.” The next 30 minutes was the shortest (and only) business class of my life.

The professor drew a table on the chalk board and said, “Imagine if a person wanted to get this table painted.” He then drew a stick figure, named it “Capitalist” and said, “Now along comes this Capitalist who offers to paint the table for \$100.” Next, he drew another stick figure, named it “Proletariat Painter” and said, “The Capitalist then offers the Proletariat Painter \$60 to paint the table.”

From this cast of characters, my professor moved on, drawing a store and naming it “Paint Store.” “The Capitalist then buys some paint for \$15,” he says. He wrote on: “\$100 Revenue - \$60 Labor - \$15 Paint = \$25.” Finally, he pointed at the \$25 and said, “THAT is the surplus value in labor!”

I sat there and stared at the black board in total wonderment, and I raised my hand.

CHRIS (STANDING): “Professor, isn't it true that the Proletariat Painter would never have received the \$60 unless the Capitalist came along in the first place?”

PROFESSOR: “That's irrelevant to this theory, Mr. Coutinho. Now, please sit down.”

CHRIS (STILL STANDING): “Yes, but also the paint store guy sold \$15 in paint because of the Capitalist!”

PROFESSOR: “Mr. Coutinho. Please sit down! This has nothing to do with the theory I am trying to teach!”

So I sat down, thoroughly confused by his reaction but more motivated than ever before. What Marx saw as oppression, I saw as an opportunity— the beauty of business where it seemed everyone was winning.

The next day, while still going to school, I started a painting company. I found some great partners, funding, systems, processes, and, over the next six years, we grew our little house painting company to more than 4,000 painters nationwide. It was called Triple A Student Painters, and, at its peak, we were knocking out more than US\$20 million in paint jobs each summer all across Canada and the United States.

Today, I am running my third company— a logistics firm that I absolutely love and that is growing by leaps and bounds. I am benefiting myself, my clients, my community and the entire world because of my decision to start a business. We all are, as we live out our dreams.

Funny what you can learn from Russian political history. ☺



Chris Coutinho of EO Charlotte is the CEO/President of Paystar Logistics Inc., a travel and transportation logistics firm based in Huntersville, North Carolina, USA. Chris has served as the President, Sponsorship Chair and Education Chair of his chapter. His business goal is to reach the US\$100 million mark by 2011 while maintaining the fun factor.



GLOBAL

PERSPECTIVES

All around the world, EO members follow a similar routine: Get up early, often with the assistance of some caffeine product; push through the day making decisions, directives and (hopefully) smart choices; and arrive home later than they'd like to spend quality time with family, a fine glass of wine, a favorite show, a good book or a cold beer. All around the world, EO members are "Living the Dream." But what does that mean to members in different regions of the world?

LIVING THE DREAM IN AFRICA

ORRIN KLOPPER, EO SOUTH AFRICA

There is a raw, unrefined energy in Johannesburg and in South Africa in general. You almost feel like a pioneer in your own way. I am blessed to be in a position to be living out my dreams. Sure, there are disadvantages to living in a developing economy like South Africa, such as government service levels, crime, etc., but I always feel lucky to be here at this time in this country's history. There is so much change going on, and you could take a negative view on some things, but I am an optimist. And in this South Africa, being an optimist and working hard generally bring good luck and good fortune. I love this country, and as an entrepreneur, it's an awesome place to be. We are watching our individual dreams and the dream of a new South Africa become reality.

LIVING THE DREAM IN ASIA

ANAND PAKKURTI, EO CHENNAI

Being Asian, we see that after having protected ourselves with walls, real and metaphorical, we are now working to break barriers. The world is looking at the nice in our people and the spice in our opportunities where they saw problems earlier. We are stretching our minds with new ideas so we will not just be seen in our original dimensions. Entrepreneurship here is not just about climbing a mountain or sailing a sea: It is about walking a tightrope between these challenges while living a dream. Everything is happening fast, but we are reminded that its fury shouldn't overtake us. We are not just working to be the best in the world but also the best for the world. It takes us past being good professionally and into our personal lives. We are finding the balance between what we do and who we are. All this we are doing with the Asian grace and humility.

LIVING THE DREAM IN EUROPE

TOM BALL, EO LONDON

Entrepreneurship here is becoming much better respected. It used to be a bit dodgy, but it seems increasingly popular. There are a lot of entrepreneur TV shows now, and a lot more entrepreneurs becoming household names and role models. Enterprise education is now given to every student in high school, so hopefully that trend will only grow over time. A lot of people are looking beyond the corporate world, and the freedom of being an entrepreneur is seen as the way forward. What the support of entrepreneurship provides those in Europe is the ability to be successful. To me, the dream is loving what you do. You're successful and you are working, but because you love it so much, it doesn't feel like work. And I think for a lot of people, it also has something to do with the fact that you're making a difference in some way. That's the dream.

LIVING THE DREAM IN LATIN AMERICA

EDGAR BOONE, EO MONTERREY AND EO ALBANY

In Latin America, living the dream is not always about building a business. An enterprise here is something that you build in the world so that you can become a social leader or whatever your vision is through your business. I think Latinos are highly value based. Whatever we do in business should come together with family and friends. That's what makes it beautiful to own a business here. The people with whom you do business become your family, and your family is usually supportive of your dream. So everyone — your friends, your family, your business partners, your clients — is working together to help you build your dream."

LIVING THE DREAM IN NORTH AMERICA

TODD MENDENHALL, EO DES MOINES

Entrepreneurship is "the" dream for North Americans. We are taught from the time we are young that owning your own business means being your own boss. Everybody in North America wants to own a business, because when you are your own boss you are your own person; it's just that some people are cut out for it and some aren't. That's probably why we have so many entrepreneurs throughout Canada and the United States. Not only are we always encouraged to step out on our own and make our own path, but we also have nearly endless resources at our disposal to make it a reality. For those of us who take that step and make the effort, we are living the dream for ourselves, for our families and for our society as a whole. ☺





FEED THE BIZ

JAMES STEVENS
EO SYDNEY

James Stevens of EO Sydney is Founder and Director of Roses Only, a leading florist in Australia. James is currently Chapter President of EO Sydney and has served in the past as the chapter's Communications Chair. He has been a member of EO for nearly eight years.

I don't know about you, but I have been a living, breathing, human sacrifice.

I worked six or seven days a week for 16 years. Monday through Saturday, those days began at 3:45am when I awoke, knowing that I had to be at the flower markets by 5:00am, and didn't end until at least 7:00pm. And, since the biz doesn't sleep on Sundays, I always put in a mandatory two to five hours then as well.

I only knew of a proper breakfast on holidays — which averaged two weeks a year, minus the time spent on my mobile during those “breaks” — and lunches were few and far between. Unfortunately, that meant late dinners, hardly any exercise, very little sleep and an invariably bad diet, all leading to a liver issue that wasn't treated until 1994 when my level of health consciousness started to grow.

“THE WORK WAS MENTALLY AND PHYSICALLY STRAINING, BUT THE BIZ WAS HUNGRY, AND I HAD TO KEEP IT FED.”

I can't help but feel that my marriage might have been healthier if I had more time at home, and I know that I have missed some significant milestones in my little

boy's life. Fortunately, I have been around a lot since he started school and have definitely seen a lot more of my daughter, who is four years younger.

That's only since joining EO.

Unlike most Aussies, drinks and more drinks on Friday nights were out of the question. I was exhausted after a 16-hour day. And, even if I had enough energy on Friday night, I always knew that I'd have to be up again on Saturday morning, so the thought of letting go was a non-event.

On Saturdays, I would perpetually get home from work at 7:30pm, shower and crash. The funny thing was that I would roll over at midnight and look at my clock in a panic, thinking, “Oh no, I have missed out on [some outing that was organized by friends],” get dressed and get going in the hope that it was still on.

Over time, as I became more in touch with myself and closer to achieving my dreams, I realized that it was all me: It was my hunger, my passion that drove the biz to consume more and more, because it was my dream. And, as I strove to live my dream, I became the sacrifice, along with my family and friends.

Was it worth it? Yes, it was. It was the only way I gained experience in business and life. And it was the only way that I found this amazing group of peers whom I trust and respect implicitly. Without my dream, I would not have my business. Without my business, I would not have EO. And without EO, I might still be working six days a week. EO showed me how to nurture the biz rather than sacrificing myself to it, and that is truly a lifesaver. ☺

BUILDING ON A DREAM, STAGE BY STAGE



The dreams you had for yourself and your business have likely changed over the years. As you grow in your business, your focus changes, allowing you to continue working toward success— whatever that means to you.

These stages of business serve as a unifying factor throughout EO. While all of us understand the pursuit of a dream, those of us within a specific stage can relate based on the dreams and goals that function within that stage.

At the EO European Conference in Lisbon, 26-29 October 2006, members were able to explore the three entrepreneurial stages with peers. Read on to discover what the three workshop speakers from Lisbon had to say about Living the Dream at Stage One, Stage Two and Stage Three.

STAGE ONE — CRAIG GOLDBLATT

There is a dynamic built within all of us that says that we have to be industrious. It is not the goals that we set that drive us, but the reasons we want to achieve the goals that drive us! We need to understand why we want the Ferrari, why we want the praise, why we want the house by the ocean.

All any of us want in our lives is a feeling. Feelings make us buy, sell, laugh, cry, fail, start again and succeed. If we understand our purpose and why are we doing what we are doing, then we can live the dream. That begins in Stage One.

Our purpose and our reasons are what make us succeed, and people succeed for their own reasons, not for those of others. We need to set our own goals, and so do our teams. They will succeed for their own reasons, so help them to find out what they want but, more importantly, why they want it. Only by knowing our purpose can we ever reach the next stage in business and true fulfillment.

STAGE TWO — REG ATHWAL

Once we have clarified the dream, we can begin to live it. And to make our dream a reality, we need a winning dream team. No entrepreneur has ever been successful alone. Success is a byproduct of having a superior team of people who agree on the dream and have the collective energy and talent to turn it into reality.

To live the dream in Stage Two, we need to express the dream, to voice it to as many people as possible. World-class companies attract talent consistently as a result of being visible in the marketplace through articles, speaking engagements and charity events. Only by becoming visible can we attract top talent and find someone who says, “I would love to work for you because your dream is inspiring. I believe in you!”

The ultimate prize for any entrepreneur is to see their idea in motion, and that's only possible with a winning team. But once that motion begins, we inevitably set our sights on the next prize and are off again to live a new dream.

STAGE THREE — RICH RUSSAKOFF

This is the “transforming” stage. Specifically, this means determining whether you want to build a company that can stand the test of time or sell your profitable company so that you can move on into the sunset. To do this effectively, you need to recognize the challenges you face and work through them.

Ideally this means reaching a point where the company can run on a day-to-day basis without the CEO; everyone in the company is aligned with the CEO's vision; effective, user-friendly systems are in place; the company is focused outwardly toward clients and changes in the marketplace; the right management team is in place; the company has revenue and financing in place to meet its day-to-day cash flow needs; the company is poised for future and sustainable growth; and the CEO plays to his or her strengths and focuses on the business, not in the business.

Those companies that can emerge from Stage Three and master the above are in a rare air. The ultimate dream has been created, built to last or strategically built to sell. ☺

Register to attend the EO Berlin University, 8-12 August 2007, and take home transformational knowledge that you can put to work in your company immediately. Visit www.eonetwork.org/universities/berlin for details.

A South African native, Craig Goldblatt has developed and implemented innovative sales processes and dramatically increased sales performance for some of the world's most recognized organizations. He has one goal: To help business owners improve sales performance and increase profit.



Recognized as a leading authority in human capital management and human potential development, Reg Athwal combines these two areas to maximize the potential of individuals and companies throughout the world. He is a serial entrepreneur and is the Founder and Chairman of the RAW Group of Companies based in London and Dubai.



Rich Russakoff is President and Founder of Bottom Line Consultants and has 10 years experience as a former senior consultant for strategic and financial planning with Inc. magazine's consulting division. He has been a featured speaker at the Fortune Small Business Go for Growth conference series, Inc. conferences as well as EO events.

“MY DREAM”

“UN MUNDO SIN FRONTERAS.” (A WORLD WITHOUT BORDERS.)
María Angélica Plazas Romero, EO Colombia

“TO CREATE A FINANCIAL EMPIRE IN MY INDUSTRY AND GIVE BACK TO PEOPLE JUST GETTING STARTED IN BUSINESS.”
Steve Ison, EO San Antonio

“TO OPEN AN EDUCATION CENTER TO HELP UNDERPRIVILEGED CHILDREN IN THE UNITED STATES LIVE THEIR DREAMS, REGARDLESS OF THEIR SOCIO-ECONOMIC SITUATION.”
Susan Hrib, EO Atlanta

“SURE, TO RUN A WORLD-CLASS ORGANIZATION, BUT ON A BIGGER STAGE, TO GIVE, LEARN AND BE INSPIRED. IF I'M LUCKY, I'LL HAVE SOMETHING WORTH GIVING AWAY.”
Melissa Anthony, EO Austin

“TO ROAM THE WORLD ON A MOTORCYCLE WITH MY GIRLFRIEND.”
Antonio Trevino, EO Monterrey

“TO BUY AN RV AND TRAVEL AROUND, GOING FROM ONE TRIATHLON TO ANOTHER.”
Oliver Steffen, EO Vancouver



RICH LEVY
EO CHICAGO

Rich Levy, a member of EO Chicago, is the founding President and CEO of Salad Spinners Corp. He is currently the Mentor Program Champion of his chapter and has served in the past as Chapter President and Education Chair. Rich is also Chair of the EO South African Expedition.

MY AFRICAN DREAM

It's a hot summer day in 1985. My brothers and I are loitering our new BMXs around the upscale neighborhood of suburban Johannesburg in apartheid's South Africa. Our live-in gardener, Wilson, is relaxing on the immaculately manicured lawn in front of our house with three of his friends, also migrant workers who live in the servant's quarters of the neighboring homes.

Suddenly, a police van, painted in the signature bright yellow of the South African Police, pulls up to the curb. Two young police officers emerge from the van and begin to question the African men. My brothers and I watch the interaction with a distant curiosity. "Why are they hassling our garden boy?" I ask my older brother Greg.

"Waar is jou pass Kaffir?" the men demand in the colonial Dutch dialect called Afrikaans. They are requesting that the Africans produce their government issued identification that grants them the dubious distinction to be gainfully employed in an area designated as "white" and, moreover, "residential."

My brothers and I watch with a helpless intrigue as the four grown Native African men try to justify what gives them the cheeky audacity to be relaxing on a lawn in PW. Botha's South Africa — that one of them mowed that morning — to policemen who are half their age.

I had always been aware of apartheid, though never this explicitly. Like the silent hum of an air conditioner, apartheid had been one of those things the grownups talked about during tea and dinner parties, often causing the friendly conversation to become heated. It was why there was always trouble in the townships of Alexandra and Soweto. It was our system of law in South Africa. And, on a more selfish level, it was the reason we South Africans couldn't send Zola Budd and the rest of our Olympic team to Los Angeles in 1984.

I grew up in a sheltered, segregated environment. Despite my liberal, white family's best wishes, I was the product of the architects of apartheid. The only African children I knew were the servant's kids we played soccer with in the garden, but those friendships ended on the kitchen back door-step. Never would we have hung out socially or attended the same schools.

The apartheid system was supposed to be "separate but equal." It was adopted in 1948 and based ideologically on the divisive laws of Jim Crow in the Southern states of the United States. Its justification was that if the "greatest" free nation in the world could segregate their citizens, why couldn't South Africa — especially if we needed to keep the communists out and maintain a stable global gold price?

At the age of 13, my perception of the world changed significantly when my dad announced that we were moving across the world to a place called Chicago. There, for the first time, I lived in a truly multi-racial, pluralistic, free society— the kind I had only seen on American TV shows like "Diff'rent Strokes," "The A-Team" and the "Cosby Show" that filtered through the South Africa Broadcast Company's censors. I remember how cool it was to make an African-American friend, someone who was a well-educated peer from a family just like mine. Most importantly, I met a kid just like me who was as much interested in me as I was him.

After my family lived in the United States for two years — in February 1991 — F.W. de Klerk, the newly elected President of South Africa, announced that the government of South Africa would begin dismantling the apartheid regime. They would un-ban the African National Congress (ANC) and take steps to release all political prisoners, including Nelson Mandela.

I, along with the rest of white South Africa, held our collective breaths while, after 27 long, arduous years in prison, Nelson R. Mandela emerged as a statesman, not a terrorist. He called for mutual forgiveness and reconciliation of all South Africans and the formation of a new "Rainbow Nation."

Today, the Republic of South Africa is the incarnation of a dream of men and women of many races who bravely stood up to tyranny and oppression in its cruelest forms. The future of South Africa is bright in spite of its many challenges: crime, AIDS, unemployment and housing.

In the South Africa of the new millennium, most people subscribe to the powerful concept of "Ubuntu," the African maxim that states, "What I do to my neighbor, I do to myself." I often marvel at the new South Africa and think to myself how grossly different the country is today in spite of the best pessimists' wary predictions. I can only assign due credit to the sheer willingness of the people of South Africa to follow the model of their

**"I saw the Berlin Wall fall,
and I saw Mandela walk free.**

**And I saw a dream whose time had come,
change my history.**

**So keep on dreamin' dream on, dream on.
(dream on dream on dreamers)**

In the best of times and in the worst of times,

**Gotta keep looking at the skyline
not at the hole in the road.**

Your time will come sister, Your time will come.

**Nobody gonna rush history – we gotta ease it along...
just ease it along."**

JOHNNY CLEGG
SOUTH AFRICAN POET AND
LEGENDARY ROCK STAR

first truly democratically elected leader, Nelson Mandela, and his ability to inspire and bring out the best in ordinary South Africans. They are a testament to the power of a dream.

It is because of this marvelous and peaceful evolution that I am able to live the dream of hosting the EO South African Expedition. The first Expedition, in July 2006, was one of the most positive and uplifting experiences of my life. I saw my own country as I had never seen it before. We met politicians and political prisoners, encountered wildlife from Africa's big five to great white sharks, and were inspired by the optimistic innocence of those children orphaned by the HIV/AIDS pandemic.

As Chair, I got to make the emotional closing comments of the academy, in a dried-out riverbed in the middle of the African bush. With our bellies full of the finest South African gourmet food and wine, and after we all participated in a djembe drum circle that filled our hearts with the ancient mystical power that is the African continent, I was fortunate enough to say these words and actually mean them: "This is what is must look like when your dreams come true." ☺



Here are the opportunities
for EO Global learning.

For more information, contact
events@eonetwork.org.

TOKYO UNIVERSITY

27–31 March 2007
Tokyo, Japan
www.eonetwork.org/universities/tokyo



GLOBAL LEADERSHIP CONFERENCE (GLC)

17–19 May 2007
Dubai, United Arab Emirates
www.eonetwork.org/sites/programs/glc2007

* by invitation only



BIRTHING OF GIANTS (BOG)

Year 1/Class of 2009
30 May–3 June 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/bog

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



BIRTHING OF GIANTS (BOG)

Year 2/Class of 2008
20–24 June 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/bog

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.



GATHERING OF TITANS (GOT)

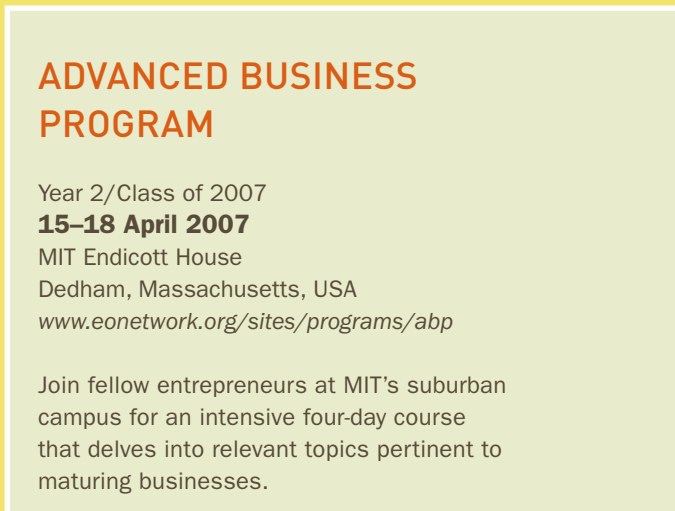
11–15 April 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.gatheringoftitans.com

This annual event provides unparalleled value with high-impact business takeaways, social interaction and “whole entrepreneur” lifestyle management for BOG graduates.

ADVANCED BUSINESS PROGRAM

Year 2/Class of 2007
15–18 April 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/abp

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



FAMILY CONFERENCE

26–29 June 2007
Nemacolin Woodlands Resort
Pennsylvania, USA
www.eonetwork.org/sites/programs/family2007



BERLIN UNIVERSITY

8–12 August 2007
Berlin, Germany
www.eonetwork.org/universities/berlin



BIRTHING OF GIANTS (BOG)

Year 3/Class of 2007
2–6 May 2007
MIT Endicott House
Dedham, Massachusetts, USA
www.eonetwork.org/sites/programs/bog

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.



GLOBAL LEADERSHIP CONFERENCE (GLC)

10–12 May 2007
San Francisco, California, USA
www.eonetwork.org/sites/programs/glc2007

* by invitation only



SOUTH AFRICA EXPEDITION

25 September - 5 October 2007
Capetown • Johannesburg • Safari
www.eonetwork.org/sites/programs/southafrica2007



LAS VEGAS UNIVERSITY & EO 20TH ANNIVERSARY CELEBRATION!

24–28 October 2007
Las Vegas, Nevada, USA

* registration opens 9 April 2007



CLARITY OF PURPOSE



KEVIN LANGLEY
EO NEW ORLEANS

Kevin Langley, CEO of Ellis Construction, is currently the President of EO New Orleans and an active member of the EO Accelerator Committee. Kevin, who served in the past as his chapter's Membership Chair and YPO Liaison, was an integral part of the development of content for the Accelerator program.

When I re-entered New Orleans in a boat and stood on the roof of my flooded, hurricane-ravaged house, I realized it was a tipping point in my life.

It was surreal to witness the disaster and tragedy from Hurricane Katrina in the city that I love. A television clip just doesn't capture it. From my flooded house in Lakeview, near the 17th Street Canal breach, you could drive for two hours without ever leaving this flooded, lifeless zone— an urban devastation seven times the size of Manhattan. All of my neighbors and most of my employees lost their homes and everything in them. Several of our neighbors and friends, along with 1,836 other people, died from the hurricane force winds and flooding alone.

My new office flooded. Twice we moved our temporary office and worked on folding tables until we were able to rebuild. Six months after the storm, we moved back into our office. We had no phone lines or electricity for months, while 15 employees were forced to live in trailers in our parking lot.

Though the rebuilding of New Orleans is slow and painful, like so many other entrepreneurs, I refuse to be a victim. Somehow, what might have been a crippling blow to our morale and ability to function actually brought out the best. It showed us, without question, that our future success is ultimately a result of our mindset and attitude. Katrina didn't cause the problems, it simply revealed them.

In an address to the nation, standing in Jackson Square two weeks after Hurricane Katrina, President Bush said, "It is entrepreneurship that creates jobs and opportunity. It is entrepreneurship that helps break the cycle of poverty. And we will take the side of entrepreneurs as they lead the economic revival of the Gulf region."

What do entrepreneurs do? Some have dreams and pursue them for personal success, but it doesn't end there. Entrepreneurs create new jobs and innovations that fuel the world's economy. We have the power not only to revive my region of the world but to revive economies and communities around the globe. Even before the floodwaters subsided, the members of EO New Orleans were picking up the pieces of their lives, the lives of their employees and their communities. They did not wait for the bureaucracy to begin rebuilding their lives. They adapted, innovated and moved quickly to begin the rebuilding.

My fellow EO New Orleans member Marshall Klein, who has since passed away, shared with us all a profound realization he had before his death. In the months before he died, he expressed that he had found clarity of purpose: He discovered that true fulfillment only comes with life balance and the selfless sharing of knowledge with other entrepreneurs as they strive to realize their dreams. He challenged that we all find our own purpose, with clarity, and pursue it wholeheartedly.

After Katrina, despite the suffering and difficulties around me, I found this clarity, along with many others in my chapter. We saw the power our dreams — though we had pursued them individually — had on a great number of people. We realized that every community, if it is filled with highly skilled entrepreneurs, can transform the economy of the region. We felt fully the vision of EO — to build the world's most influential community of entrepreneurs — and the importance of that vision beyond the organization. We made it our goal to empower small businesses to overcome the grave challenges threatening their survival and prosper.

It might seem that we had little to give in the months following Katrina, but the truth is that we still had

what mattered: time and talent. Though money matters, it is knowledge that truly transforms lives. So we decided to share our hard-earned knowledge and expertise with entrepreneurs at every stage of development by participating in the EO Accelerator Program.

On Thursday, 2 November 2006, a little more than a year after the storm, our chapter held the largest event in our history to launch the EO Accelerator Program. It was truly a moving, rewarding and exciting experience to see so many members from our chapter step up, embrace the program and get involved. Even better, it was a home run with the participants.

I'm not going to go into details about the program, because it's one of those things I'm so passionate about that I could fill a library. But I will tell you that it's essentially about mentoring, in its simplest form, a connection between individuals, one entrepreneur learning from other entrepreneurs. Though it's just

SOMETIMES, WHEN WE ARE IN A COMFORT ZONE, WE MISS THE BIG PICTURE. THIS DISASTER FORCED ME TO FOCUS ON WHAT'S MOST IMPORTANT: FAMILY, FRIENDS, GIVING BACK, A SENSE OF COMMUNITY.

getting started, I see myself in the participants. When they show up, eager to learn and know and grow, I can't help but be moved, knowing that we, as people and as entrepreneurs, are really fighting for the same thing.

Sometimes, when we are in a comfort zone, we miss the big picture. This disaster forced me to focus on what's most important: family, friends, giving back, a sense of community. And I realized that one of the greatest things about giving back to other entrepreneurs is that it really is a win/win situation. We may be giving our time and talent, asking for nothing in return, but chances are, like it or not, we are going to receive much more benefit in unexpected ways as a result of our charitable actions.

We all have an end. We can't live forever. But when you find clarity of purpose, you can give it life and it will continue long after you are gone. The dream never has to end. ☺

"MY DREAM"

"DECREASED TAXES."

Trevor Furbay, EO Cincinnati

"TO TAKE A SABBATICAL YEAR, WITH THE BUSINESS GOING WELL!"

Jorge Rubio, EO Mexico DF

"TO HAVE CHOICES."

Julie May, EO Nashville

"TO LIVE A LAZY BUT FULFILLING LIFE."

Dan Turner, EO DC

"TO MAKE WORK OPTIONAL."

Tom Trutna, EO Minneapolis/St. Paul

"TO MAKE A REMARKABLE GLOBAL BRAND; TO WRITE A COOL BOOK, PRODUCE A GREAT MOVIE AND SEE IT THROUGH FROM BOOK TO MOVIE, MOVIE TO DVD, DVD TO DOWNLOAD, AND DOWNLOAD TO TV DISTRIBUTION; TO LOVE AND BE LOVED IN RETURN BY SOMEONE SPECIAL, AND TO BE TOGETHER WITH THAT PERSON UNTIL THE END OF MY LIFE; TO TAKE CARE OF MY PERSONAL TRIBE, INCLUDING MY FAMILY AND FRIENDS, EO MEMBERS, EMPLOYEES AND BUSINESS PARTNERS."

Birgit Hass, EO Germany

FRANK CIANCILLI WINS ERNST & YOUNG ENTREPRENEUR OF THE YEAR AWARD

EO Toronto member **Frank Cianiulli** recently won the 2006 Ernst & Young Entrepreneur of the Year Award in the Emerging Entrepreneur category. Frank is

President and CEO of Enunciate Conferencing, which he co-founded in August 2001. Enunciate is a full-service provider of audio, video and web conferencing.

SEATTLE MEMBER INCLUDED IN TOP 40 UNDER 40 LIST BY THE PUGET SOUND BUSINESS JOURNAL

Seattle EO Member **Anne-Marie Faiola**, owner of Bramble Berry Inc., was recently named one of the "Top 40 under 40" by the *Puget Sound Business*

Journal. Bramble Berry Inc. supplies raw materials to soap and toiletry makers around the world. In addition to running Bramble Berry, Anne-Marie manages Otion - The Soap Bar, an interactive party and supply store with activities centered around soap and toiletry making.

HEALTH CORPORATION LTD FEATURED IN THE AUSTRALIAN NEWSPAPER

On 9 November 2006, EO Sydney member **Ken Lee** was featured in *The Australian* for his successful pharmaceutical company, Health Corporation Ltd.

Inspired by the high number of prescription drug errors, Lee developed a 10-point checklist that helps pharmacists eliminate errors and provide better health care service. Next month the company will list on the Australian Stock Exchange after an initial public offering.

PARCEL DESIGN INC. MAKES CANADIAN BUSINESS "PROFIT HOT 50" LIST

Canadian Business' 7th annual "Profit Hot 50" is the ultimate ranking of Canada's emerging growth companies. Toronto member **Julie Mitchell's** company,

Parcel Design, comes in at #48. Julie founded the graphic design and corporate gift studio in May 2002, and the company has grown 132% since 2003.

R.W. MOORE EQUIPMENT COMPANY HONORED WITH FAST 50 AWARD

Raleigh, North Carolina-based R.W. Moore Equipment Company was recognized as one of the fastest growing private companies in the

Triangle at *Triangle Business Journal's* annual Fast 50 Awards ceremony on 2 November 2006. The company ranked 15 out of 50 as determined by PriceWaterhouseCoopers LLP. To be considered, companies were required to have had at least US\$3 million in revenue in 2005. EO Raleigh Durham member **Dan Moore** is R.W. Moore's President.

U.A.E. MEMBER COMPANY PARTNERS WITH PHARMACEUTICAL AND CHEMICAL GIANT

Pearl Insulation recently signed a joint venture agreement with global pharmaceutical and chemical giant Bayer MaterialScience AG to set up a

chemical blending facility in Dubai. A new company, BaySystems Pearl, will be formed to provide raw materials to factories manufacturing insulation products for the oil and gas and construction industries. Pearl Insulation's current Managing Director, EO U.A.E. member **Feroz Saleem**, will head BaySystems Pearl in Dubai, United Arab Emirates.

SEDO.COM ELECTED BEST NEW PARKING PROGRAM AT INDUSTRY TRADE SHOW

Sedo.com – a leading domain name marketplace with offices in Boston, Massachusetts, USA, and Cologne, Germany – was recently named a finalist for the

prestigious Ernst & Young Entrepreneur of the Year Award. EO Boston member **Tim Schumacher** is CEO of Sedo.com. In October, Sedo was also elected the "Best New Parking Program" at the TRAFFIC conference, the biggest trade show of the domain name industry.

TORONTO COMPANY NAMED ONE OF CANADA'S TOP 100 EMPLOYERS

Macleans Magazine recently dubbed I Love Rewards Inc. as one of Canada's Top 100 Employers. In 1995, EO Toronto member **Razor Suleman**,

CEO, founded the business consulting firm that develops customized employee recognition programs. He offers his employees four to six weeks of paid vacation, tuition subsidies and an extra five days off every year for employees to dedicate their time to volunteerism.

EO CHICAGO MEMBER FEATURED IN FORTUNE SMALL BUSINESS MAGAZINE

According to an article published in *Fortune Small Business*, online seafood merchant Lobster Gram boosted its sales through a strategy

known as affiliate marketing. **Dan Zawacki**, Chicago member and President of Lobster Gram, hired an affiliate management firm to deliver customers by placing links to his site on other sites. Those affiliates generally pocket a 10% commission on the sales they generate by sending customers to Lobster Gram's website.

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