



# octane

The Entrepreneurs' Organization Magazine

March 2013



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Finding *My Life's*  
**Mission**  
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**Global Support Services Office**

Washington, D.C., USA  
Entrepreneurs' Organization  
500 Montgomery Street  
Suite 700  
Alexandria, VA  
22314-1437 USA  
[info@eonetwork.org](mailto:info@eonetwork.org)  
[www.eonetwork.org](http://www.eonetwork.org)  
T +1.703.519.6700  
F +1.703.519.1864

**Regional Support Services Offices**

<i>Panama City, Panama</i>	T +507.6672.1084
<i>Brussels, Belgium</i>	T +32.483.46.62.16
<i>Victoria, British Columbia, Canada</i>	T +1.250.391.6035
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"I feel so lucky to have been a part of the GSEA competition— it's an absolutely unparalleled experience!"

**EO Q&A: From College to Clothing Empire**  
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**Entrepreneurs'  
Organization**



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## E0360° – Putting Your Family First

**W**hen I introduced E0360° back in July, I emphasized how EO is going above and beyond to support the complete entrepreneur; specifically, the four elements of the entrepreneur's persona: My Business, My Family, My Community and Myself. While all of these elements are important, one in particular really

resonates with me: My Family.

As a husband to a wonderful wife, Dema, and father to two beautiful daughters—Asiya, 5, and Maria, 6—my family is one of the biggest reasons why I'm able to excel as an entrepreneur.

Without a doubt, my family's unconditional love and support fuel my passion and purpose every single day. But sometimes, it's hard to break away from work. As entrepreneurs, it's so easy to get caught up in running a business that we tend to let it distract us from what's really important. When I started my year as Global Chairman, someone told me: "Business is our livelihoods, but it is not our life." I think about that every time I talk about E0360° and how this organization is committed to improving *all* aspects of the entrepreneur's life. One of the ways we're doing that is by giving members the tools and resources they need to strengthen their families.

A great example of a member putting family first can be found on page 14. In this feature story, the power of family is on full display as we learn how EO Arizona's Jim Small reshaped both his life and his business to accommodate his daughter's health and wellbeing. The article, titled "Finding My Life's

Mission," perfectly captures the essence of our theme. Not only does it highlight one member's unwavering commitment to support his loved ones at all costs, but it also emphasizes the role family plays in the professional success of the entrepreneur. By changing the structure of his business—and, in turn, his mindset—Jim was able to create more quality time with his family and better support their needs. If that's not E0360°, I don't know what is.

Whether it's through Jim's article or others in this issue that highlight the role family plays in an entrepreneur's journey, I hope you take away valuable information that you can apply to your own family. I also hope that you can find some time to break away from your business and connect with your loved ones this quarter. And when you do, feel free to share with the EO community how you're putting family first. Email your story and any photos you'd like to share to [E0360@eonetwork.org](mailto:E0360@eonetwork.org) (or connect with us via social media; see page 23), and we will publish it in one of EO's publications so that your peers can follow in your footsteps and achieve similar successes.

At the end of the day, there's more to our entrepreneurial journey than just business. Sometimes all it takes is quality time with those we love to realize that. I hope you and yours have an amazing next few months, and that you create memories that last a lifetime. I know I will.

E0360° – Live it. Share it.



Samer Kurdi  
EO Saudi Arabia  
EO Global Chairman,  
FY2012/2013  
[Samer@Kurdi.me](mailto:Samer@Kurdi.me)

## Extend Your EO Journey Today!

### Love EO? Want to save money on your member dues?

Sign up for a multi-year membership! Pay for three years of dues up front, and you will lock in the current dues rate, avoid any dues increases and receive a one-time incentive of US\$200 off your renewal fee.

Email the EO Renewals Team at [renewals@eonetwork.org](mailto:renewals@eonetwork.org) for more information.





## Advancing EO's Global Impact

**W**hat makes an organization truly global? Is it the diversity of its membership, the distance of its reach or the depth and breadth of its value? For EO, it's all of the above ... and then some.

Last year, we celebrated 25 years of transforming the lives of the entrepreneurs who transform the world. It's a significant milestone in EO's history, and one that serves as a testament to our growth as a global thought leader on entrepreneurship. As we plan for the next 25 years of excellence, it's important that we recognize our accomplishments and use them to drive continued development. For example, we've made significant strides in globalization since 1987—from 23 members in one chapter to nearly 9,000 in 122 chapters and 35 countries, EO has evolved into an increasingly influential global community. In fact, more than half of our members live and work outside of North America, and we've recently launched several new chapters that have broadened our reach in places like Africa and China. Now, we're taking our globalization efforts to the next level.

To take advantage of our global status and ensure that we enhance our reputation as a leading authority on entrepreneurship, we've created a globalization strategy built around inclusion, presence and global resources. Inclusion requires us to ensure that all regions have representation in EO's decision-making process, allowing for a more internationally focused infrastructure. Meanwhile, presence is predicated on building relationships in places where EO has chapters, and more importantly, where we do not. One way we've advanced this strategy is through the Global Student Entrepreneur Awards (GSEA) program, which holds competitions in more than 25 countries every year. We will build on this imperative through more international competitions, new chapter launches and the building of relationships with key contributors across the globe. Finally, securing more global resources will help us connect

members to more diverse programs, services and benefits on a more universal platform, which will help enhance their membership and allow for a more global EO experience.

These are just a few of the ways EO is "going global" in 2013 and beyond. We've also launched the Global Citizen of the Year Award, which highlights one EO member who's contributing to the growth of their community and region by facilitating cross-cultural relationships between members, Forums, chapters and regions, and by adopting a responsibility to reduce international inequality and/or showing service-centered leadership that leverages EO members, resources or networks to serve a wider community. In addition, we're holding our first-ever Global Expo during this year's Global Leadership Conferences (GLC). The goal of this expo is to give chapters the opportunity to showcase the value of their chapters and region, and in turn, drive interest and engagement that may result in more events, learning programs, and potentially, more chapters in that region. By pursuing these and other initiatives, and by adopting a more global philosophy within the organization, we will ensure that all members get a chance to explore and shape the world they're helping to run through their companies and other contributions.

Thank you for your continued support as we look for new ways to advance EO's vision locally, regionally and globally. While I don't know exactly what's in store for us in the next 25 years, I do know that our impact on the global business landscape will increase exponentially. And that impact can truly change the world.

Regards,

Bob Strade, EO Executive Director  
bstrade@eonetwork.org

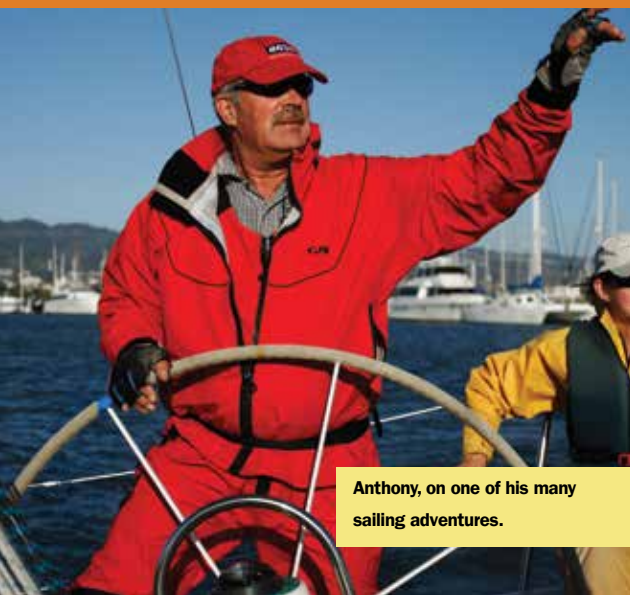
## Setting Sail in Business and Beyond

September  
2011 issue  
of *Octane*.



In the September 2011 issue of *Octane*, we published an article on the benefits of doing business with friends. The cover article, "The Business of Friendship," was written by EO San Francisco's Anthony Sandberg, president and founder of OCSC Sailing. Looking back, Anthony speaks to the benefits of being in *Octane* and the impact of his article:

*"Being featured on the cover of Octane served as an exceptional introduction to the vibrant EO community! Many EOers have recognized me from the article and embraced the sales policies described within it," said Anthony. "I've been heartened to hear that my practice of prioritizing making a friend over making a sale was particularly well-received, and that others are enacting this policy in their own companies."*



Anthony, on one of his many sailing adventures.

# My Rocky Relationship

Wendy Jaffe  
EO Los Angeles

The year was 1968, and my younger brother, Rob, approached me with an idea. “Wendy,” he said, “let’s throw rocks at cars as they drive by the house!” What a great idea, I thought. Absolutely flawless. Seriously, what could go wrong? And since the 3 p.m. episode of “The Flintstones” had just ended—and Al Gore hadn’t gotten around to inventing the Internet yet—we weren’t exactly busy.

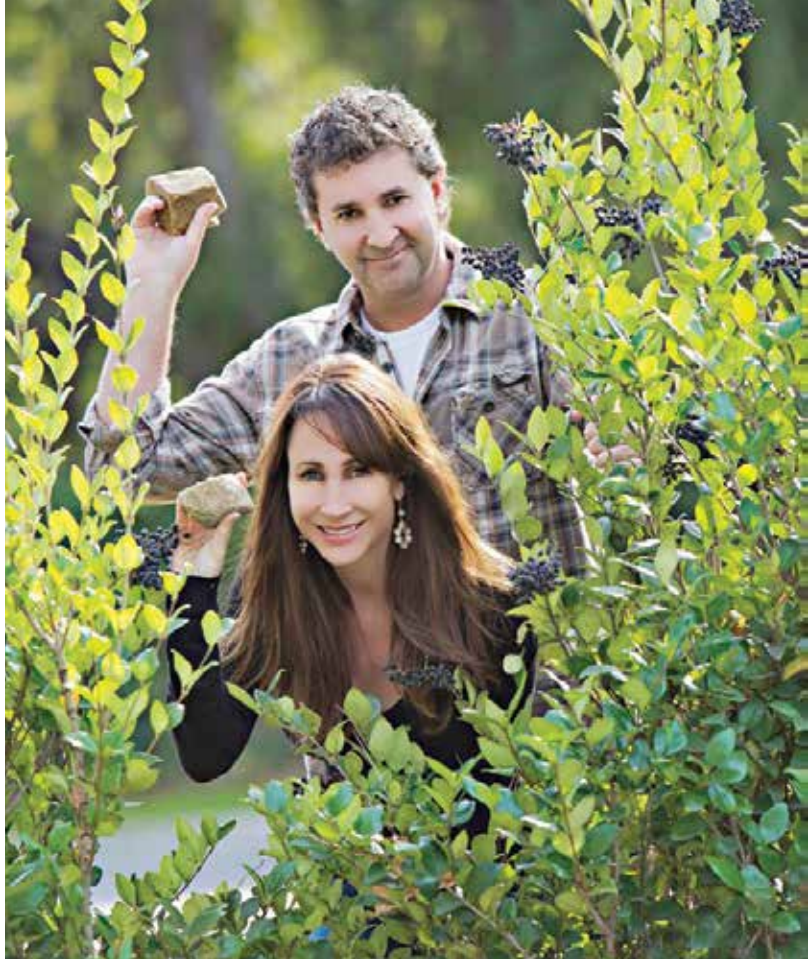
As it turned out, Rob’s plan did have one tiny flaw. Apparently, drivers don’t appreciate having large rocks thrown at their cars. We discovered this when one of Rob’s rocks made contact with a white Chevy Impala. Our hearts dropped as the driver stopped his car in the middle of the street. We were in trouble. Because this occurred during those days when parents actually knew how to parent, we were grounded for a month.

Not surprisingly, it was several decades before Rob got up the nerve to ask me to partner with him on another scheme. “Wendy,” he said in 2009, “let’s launch a hyper-local daily deal site just for our Conejo Valley community.” At the time, Groupon had just launched in Los Angeles, California, USA, but because we both lived in the suburbs, most of the Groupon deals were located in the city. This new site would pick up the slack.

At first blush, the idea seemed plausible. But I was weary. Was this another “throw rocks at cars” idea that seemed fantastic at the time, but would ultimately prove disastrous? Two potential problems occurred to me: Neither of us knew a thing about running a website, and the business would be left with zero capital after the website was completed. But since I tend to be more afraid of regret than failure, I said yes.

I’m happy to report that Rob’s idea to launch what would be called ConejoDeals.com was a lot better than the rock-throwing idea. In three years, we’ve sold more than 100,000 deals and donated around US\$125,000 to dozens of local schools and charities. We’ve met some fantastic people, and even learned a thing or two about managing employees and surviving competition. But the icing on the 78-percent-off cupcake was winning the 2012 Conejo Valley Business of the Year award.

None of this would have happened had Rob not approached me about partnering in the first place. He picked me because I had experience launching other businesses, and since those endeavours didn’t require any rock-throwing acumen, they were moderately successful. Still, I had never had a business partner before, and I wasn’t sure I wanted one. After all, when you run a business by yourself, there is never a need to compromise or capitulate. The buck both starts and stops with you. Looking



back at everything now, though, I wonder how I ever ran a business without a partner.

Building a business with my brother opened my eyes to the many advantages of partnerships. I have learned that a good partner rallies behind your great ideas and puts the kibosh on your bad ones. A true partner commiserates when your biggest competitor scores the customer you were after, and handles the crisis that occurs when you’re getting a Vitamin D kick on a beach in Hawaii. But the most important thing a good partner does is make up for your flaws. The perfect partner is the person who possesses the skill set that you don’t. When you find someone like that, business success is not a matter of if, but when.

All in all, starting a business with my brother was one of the best investments I’ve ever made. A lot better than that rock-throwing business! Oh, and one more thing: If you happen to know the guy who was driving that Chevy Impala in 1968, please tell him that Conejo Deals is running a deal for 54-percent-off dent removal next week. And since he gave my brother and I our start as business partners, let him know that the deal is on the house.

Wendy Jaffe (pictured, with her brother) is the CEO of ConejoDeals.com and SimiDeals.com. Fun fact: Wendy, a “retired” attorney, is the author of The Divorce Lawyers’ Guide to Staying Married, and a columnist for Tribe Magazine. She lives in the ‘burbs with her husband, two teenagers and a very loud miniature donkey.

Photo: Jennings Paige Photography

# Keeping Your Emotions in Check

Carlos Estrada  
EO Mexico City



I recently learned that every business decision you make has immediate implications in nearly all aspects of your life. A few months ago, my assistant made a serious mistake. She went out to eat for lunch, ran into a few friends and wound up having a few too many drinks. Unable to return to work in a proper state, she called me and spoke honestly about the predicament she found herself in. While I was shocked by what was unfolding, I told her to go home, feel better and return to work the next day in better shape.

While this was certainly the right call to make, her absence caused several problems throughout the organization. I found myself having to take over her normal responsibilities, which prevented me from managing more important parts of the company. When she came in the following day, I addressed her behavior, stressing my frustration over her irresponsibility. She repeated her story, and after feeling like she was disrespecting me and the company, I was forced to let her go.

That seemingly simple decision created a ripple effect throughout the company. While I know it was the right thing to do, it was a decision made from the heart and not the head. In my case, the decision to fire my assistant led to an immediate slowdown of all projects; it generated a chain reaction that began to impact the rest of my team, especially when I delegated to people who were unfamiliar with the workload. To make matters worse, our new assistant-recruitment process proved unsuccessful, putting more and more pressure on me to keep things running.

I was frustrated. I was angry. Worst of all, my family noticed my behavior, and they began to resent how I was acting. It was at this point in my entrepreneurial career that I began to understand how each decision you make—no matter how small or warranted it is—has a direct impact on *all* areas of your life. In this case, it was negatively impacting my family. If I had dealt with my emotions better, if I had approached the conversation

with my assistant more strategically, I could have planned accordingly and come up with a better way to handle the resulting issues.

As entrepreneurs, we've all been in situations where we let our emotions get the best of us. We get so caught up in the system of things that we let our feelings control our decisions, which unfortunately pulls us away from our purpose. This particular experience taught me to take control of my business decisions before my emotions do, and to always adopt a strategic mindset when faced with unexpected situations. Now, when I find myself in a similar predicament, I ask myself the following questions:

1. Do I have any feelings associated with the situation that may negatively impact my decision?
2. How will this decision ultimately impact my business operations?
3. Once I make this decision, how long will it take to achieve my expected result?

Looking back, this experience taught me the power of patience. While it's important to be opportunistic as an entrepreneur, factoring in timing is essential when determining whether your decision will result in growth or a loss. I also learned that every business decision is compounded and oftentimes adversely affected when you engage feelings of anger, sadness, fear, etc. These feelings cloud your thinking and make you see and feel things in non-objective ways. All in all, this was a tough experience, but one that's offered innumerable opportunities for learning and growth in business and beyond.

*Carlos Estrada is the president and CEO of Gutierrez, Estrada, Diez de Bonilla, S.C. attorneys at law. Fun fact: Carlos is a self-professed geek who would study computing systems if he weren't a lawyer.*

1

Do I have any feelings associated with the situation that may negatively impact my decision?

2

How will this decision ultimately impact my business operations?

3

Once I make this decision, how long will it take to achieve my expected result?



# Tracking the Social Media Trends

Hilary Topper, EO New York

**A**s the owner of a public relations firm, one of my biggest jobs is to stay on top of the latest social media trends. Personally, I love discovering social networking sites and apps, and learning how to use them to target various demographics. I've spent the past few years researching hundreds of sites, and have even compiled my findings in a book: *Everything You Ever Wanted to Know about Social Media, But Were Afraid to Ask ... Building Business Using Consumer Generated Media*. Since then, I've been a "student" of social media. Here are some of the newest social-networking platforms and apps that I've come across, many of which may help you in 2013:

**Launch.it** – This new site acts as a newsroom, where you can post your press releases on new products or services, and then share them with your community. The best part is that anyone on Launch.it can see your product or service, and then share it with their followers. It interacts with Facebook, Twitter, Pinterest, Google+, LinkedIn and many other popular sites and bookmarking tools. The site is user-friendly, free and has a clean, solid look. It is geared toward the tech industry, but there are other products and services on the site.

**Snapchat** – This mobile app has created a lot of controversy since its launch, but its popularity is implacable. Similar to Instagram, you snap a photo and then send it to one or more people in your social community. The photo appears for one to 10 seconds ... and then it's gone. From a marketing standpoint, this could be used to send messages about retail shops, restaurants or even real estate. There are endless possibilities for many industries, and the best part is there are tons of people already using it. You can link this with your Facebook or Twitter followers to see who else is on Snapchat, and then chat away! It's easy to use, and it's free.

**So.cl** – This is Microsoft's attempt to compete with Google+, Facebook and Pinterest. So.cl is a picture-dominated site, and at first glance, it looks like Pinterest or Instagram, though it has more depth to it. You can follow people by industry (and there are a lot of them) and see what they are posting before you delve in. This site is also free, and has the potential to pick

up momentum. If you're into sharing, this is one to put on your radar.

**Pingram.me** – This new site is a combination of Pinterest and Instagram. You sign in using your Instagram account, and it takes your Instagram photos and organizes them in Pinterest-like boards. It's a good place for photos that you would normally just share on Instagram, in that it expands your reach. There is no charge for this site, and it is currently in beta-testing mode.

**RebelMouse** – This is a cool-looking social site. It takes all of your social activity and puts it into one place. It has the look and feel of a Pinterest page with big photos and tweets of your activity. The more social sites someone has, the more likely they are to go to this site and view both their content and other people's content. Many early adopters use this site. It's also free and easy to use.

**Spreecast** – Video social networking has become increasingly popular. There are millions of users on YouTube. Google Hangouts are popular for conferences, cooking classes and to hear new talent. Skype is also extremely popular for conference calls. Spreecast takes video one step further by enabling you to host your own show live (it also tapes the show and plays it later). You can even replay the show on your own blog.

**About.me** – This isn't a new site, but it has become a great way to put all of your links in one place, and then share them on your signature line or on your business card. Basically, it's an online business card that includes all of your social sites.

These are just a few of the social media trends out there, many of which can help you if you're looking to adopt new methods for marketing or brand awareness. But just because they're new, it doesn't necessarily mean you should use them. The key is to make sure the site fits with your marketing messaging and targets your buyers' personas.

*Hilary Topper, MPA, is the president and CEO of HJMT Public Relations, Inc. Fun fact: Hilary is a radio show host, blogger for several publications—including HilaryTopper.com—and an avid runner.*

# Reaping Benefits through Rewards

Dave Ansett, EO Melbourne



*The Truly DeePLY staff after ocean kayaking around Fiji's Yasawa Islands.*

**A**s client budgets shrink, staff redundancies take hold and the daily perks of working for a dynamic business evaporate, entrepreneurs face the challenge of keeping their staff motivated, positive and bursting with enthusiasm. While there's no single, simple answer to the challenge, one of the most successful drivers of our company's positive work culture is our staff-incentive program.

My company, Truly DeePLY, is a mid-sized creative brand agency located in Melbourne, Australia. Like any professional services business, our success is directly linked to the effectiveness of our people. In 2005, with a new and growing team, we established an incentive program with a 360° framework that reflects what we value most about our organizational culture and the drivers of the business—happy and profitable clients.

After team and individual goals were set, I met with each staff member monthly to review how they were achieving their goals. Recognizing that we all have different strengths and talents, if a staff member fell behind on a goal, it was their responsibility to work with someone else from the team to catch up. This approach reflected our studio's "one in/all in" philosophy, and it helped when it came time to reap rewards.

At Truly DeePLY, our incentive rewards are bi-annual. After each reward, we spend three months establishing the criteria for the following incentive program, and then re-launch it to the staff to keep things fresh. Some goals are re-framed with new assessment criteria, while others are replaced with new goals. True to the ethos of EO, our staff-incentive rewards are once-in-a-lifetime experiences. Rewards involve travel and physical challenges, and they must be truly memorable.

Rewards are selected based on staff suggestions of experiences they would cherish. We run the suggestions through our

budget, and the whole team votes on those options that meet all criteria. In 2006, we travelled to Fiji, where we kayaked through the Yasawa Islands for five days. And a few years ago, we visited the "Top End" of Australia, where our adventure included kayaking through the Kathryn Gorge, a helicopter flight into Arnhem Land and sunset cruising with crocodiles.

In a creative and deadline-driven environment, these reward trips have a beneficial impact on our company culture and overall business. Not only are both trips spoken about with great enthusiasm, but staff passion remains high, leading to a level of client engagement that sells the business through our people, keeps turnover way down and the professional development of people way up. At a time when many companies in our industry are struggling to survive, we've kept our team together and are conservatively, but positively, growing. We are also finding that word is spreading across our industry and that potential recruits are aware that working at Truly DeePLY brings with it extraordinary rewards.

However, the most important benefit this incentive program has given us is an understanding of the role each employee plays in our business success. I've learned that the more you understand the people you work with, the more successful you will be. As our industry feels the brunt of the credit crunch, our business is brimming with health and positivity. I have a sneaking suspicion our incentive program has more than a little to do with that.

*Dave Ansett is the founder and chief creator of brands at Truly DeePLY, a brand consultancy firm that helps companies achieve growth through market dominance. Fun fact: Dave is the great nephew of Sir Reginald Ansett, founder of the now-defunct Ansett Airlines of Australia.*



# How Selling My Company Changed Me

Cory Janssen, EO Edmonton

I was the co-founder of a financial-education website called Investopedia.com. We started the company in 1999 and sold it to Forbes Media in 2007, where I stayed on to help transition the business to a new management team. Looking back on my sale, what shocks me is the number of experiences that changed me as an entrepreneur. Here's what I learned:

## 1. Taking direction is hard— especially when you're in the dark.

Once Investopedia was sold, we were still given some authority, but it wasn't the same. There were times when we were over-ruled by our new boss, and not being in control got to be very frustrating. What I didn't think about at the time is that I no longer had access to the big picture. We had become part of a larger organization and only had visibility into our one small area.

**How this changed me:** It used to frustrate me when employees wouldn't immediately get behind my decisions. But now that I've spent some time as an employee myself, I realize that a disagreement might not be because of my idea, but because the employee doesn't have access to all of the information. This doesn't mean I've switched to open-book management, but it's made it much easier for me to have more patience when trying to motivate staff to move in a certain direction.

## 2. Systems aren't poor just because you're small.

After the deal closed, we were excited to see how everything worked inside of a larger organization. We assumed that everything we were doing at Investopedia was wrong (or at least inefficient), and that we were going to get an education in business. This was true in some areas, but it wasn't the case across the board. For example, our product development was actually more agile than our acquirer's, and our developers could produce more with fewer resources. Turns out we had undersold ourselves.

**How this changed me:** I had an inferiority complex because I didn't have any experience in a large company. Now I think this is part of my advantage. Not knowing how something is supposed to be done means that I'm not limited by the legacy systems that large organizations are forced to deal with. Common sense can go a long way.

## 3. Finding your motivation in business is key.

I'm not sure I ever thought about motivation prior to selling my business. Maybe it's because early stage companies require so much energy that you don't have time to think. I can honestly say that there was never a day where I didn't want to get to

work. This wasn't the case after selling. Even though my job was virtually the same, about a year into working for somebody else, I found that there was something missing. In the past, I had used my commute to plan the day, collect my thoughts, etc. Now, I discovered I was no longer anticipating getting to my desk, but actually dreading how long it seemed to take to get through the day.

**How this changed me:** This might sound corny, but it took a good year after I left the business for me to realize that what I really love is the process of building something. It's not just about selling it at the end. For me, it's about the little victories and improvements along the way. Starting out a second time was tough for me until I figured this out.

## 4. You should run a business as if you're going to sell it.

I have a confession to make: In all the years my partners and I ran the company on our own, we never once had a budget or a written strategic plan. We were always on top of the numbers, and the partners talked about goals and strategies continuously, but we never became formal enough to commit it all to paper. Of course, our investment bankers forced us to put this all together during the sales process. As much as we hated having to do multi-year projections and paperwork, thinking about the business and having to explain it to outsiders was actually a great experience. If an outside buyer would want to conduct due diligence on an area, it's probably important. From double-checking old contracts to knowing what your true EBITDA is (without all of your personal expenses), I've come to believe that "pre-due diligence" and exit planning aren't just for selling— they're the best ways to run a business.

**How this changed me:** New ventures I get into will now have exit planning at their core. Not because I plan on selling, but because I think it's a better way to manage a business.

*Cory Janssen (pictured) is the co-founder of Janalta Interactive, an online media company that is the publisher of Divestopedia.com, a resource that helps entrepreneurs who want to sell their businesses. Fun fact: Cory just finished the first exam toward becoming a sommelier. He adds, "Being a wine geek is more fun than being a finance geek!"*



# From College to Clothing Empire

## One-on-one with the 2012 EO Global Student Entrepreneur of the Year

If the 2012 EO Global Student Entrepreneur Awards (GSEA) Global Finals were any indication, the future of young entrepreneurship is bright. For the first time in GSEA's history, the title of "Global Student Entrepreneur of the Year" went to a woman, Chelsea Sloan, a recent graduate of the University of Utah and the owner of Uptown Cheapskate, a retail clothing franchise that buys and sells new and like-new designer merchandise. In this interview, Chelsea talks about running a business while in school, her biggest lessons learned and GSEA's influence.

### What inspired you to start your business while in college?

**CS:** When my brother, Scott, and I started Uptown Cheapskate in 2009, the market timing was perfect, even though the scholastic timing was less than ideal. The economy was in a recession, and we saw a huge opportunity for an 'upscale resale' concept that would offer cash for stylish, gently used clothing. We positioned Uptown to appeal to fashion-savvy young adults who were affected by the recession, but were still anxious to maintain the appearance that they'd just spent a lot on their apparel. Scott and I knew that the idea was great, but if we didn't jump in and establish ourselves as leaders in the industry, someone else would. So we jumpstarted Uptown Cheapskate, and I juggled that with getting a college degree.

### What is the biggest lesson you've learned as a student entrepreneur?

**CS:** School was an important exercise in patience for me. You master a lot of material, and about 30 percent of it is useful ... but that 30 percent has been critical in helping us build Uptown. I also think it's important to pick the right teachers. I did research on which classes would be good, or which professors knew the most, before I committed my time to a class. The one semester I failed to do the proper vetting, I ended up with several dud experiences ... and your time is so valuable, you can't afford that. Some of my professors, though, did have a huge impact on how I built and focused the company.

### What kind of opportunities did GSEA create for you and your business?

**CS:** I feel so lucky to have been a part of the GSEA competition—it's an absolutely unparalleled experience! It was incredible getting to go to New York City with the other global student entrepreneurs, and to be energized by their vision and creativity. I think the way GSEA helped most was in giving us a chance to find inspiration from one another. Now, my attitude toward how I'm building my business is much more focused on re-defining what is possible and charging ahead with confidence in my ability to see it through. Every student entrepreneur should work toward being a part of GSEA—it's life-changing!

### What's next for your business?

**CS:** Uptown Cheapskate is doing extremely well, and we are on our way to hitting our goal of opening 20 new stores in 2013. We've closed several more franchise deals, and have stores planned in five more states. Our ultimate goal is to have 100 stores by the end of 2016. My 'hockey stick' growth plan isn't hugely exponential, but it's solid and very easy to scale. Candidly, in order to reach our full potential, we will need to grow outside the U.S., and we're working on finding partners overseas to bring the resale-clothing model to new markets. So that's another focus for us.

### How will you apply what you've learned through GSEA to grow as an entrepreneur?

**CS:** One thing I learned from the GSEA competition is that entrepreneurs are constantly learning. Also, attending EO Alchemy was the coolest experience for me, just watching successful businesspeople earnestly taking notes and engaging with speakers on a myriad of subjects. I love that about the organization, and it's not going to be something I forget. I think that's a huge part of why EO is so important—they provide an outlet for creativity, idea sharing and ongoing education. I'm very excited to join EO Utah soon, and will use that experience to propel Uptown's growth.

Learn more about GSEA by visiting [www.gsea.org](http://www.gsea.org).



Chelsea, with EO Chairman Emeritus Peter Thomas (left) and EO Global Chairman Samer Kurdi (right), after winning the EO GSEA Global Finals at the New York Stock Exchange on 16 November 2012.

# Driven to Diversify

Mark G. Keffeler, EO Nebraska

**Y**ears ago, my core business was synonymous with my net worth. As business cycles ebbed and flowed, so would my net worth and working capital. It was very nerve-racking, to say the least. After talking with some colleagues, it became apparent that I needed to diversify my time, investments and businesses if I wanted to take control of the volatility I was experiencing. So, I decided to change my “all eggs in one basket” mindset and began to actively search for business opportunities and investments.

After wading through some of the “triple your money in three months!” deals, it was amazing how many good opportunities began to pop up. I took a conservative approach early on, let the risky opportunities lie and took full advantage of the others. These included things like purchasing a majority interest in a long-term-care pharmacy, starting up a mini-storage facility and helping turn an old historic building into a premier condo project. Before I knew it, these deals began to spawn more deals. I’m often asked, “How did you do all of that and still run a successful business?” It’s easy—I just followed these six principles that were fundamental to my success:

**1. Make the decision to do it:** It sounds so simple, but it’s so hard. From the day I made the decision to use the profit from my main business to invest in and start other businesses, my mindset changed and opportunities began to present themselves. If I hadn’t been looking, I wouldn’t have seen what was right there in front of me.

**2. Network constantly:** Networking with other EO members through professional organizations, and with friends and family, provided a wealth of potential opportunities. I would find myself listening to a friend or colleague talk about an interesting topic, and ask, “How can we work together to make money at that?” If you don’t A-S-K, you don’t G-E-T.

**3. Come from a place of service:** I actively started to let others know that I had available capital if they were working on a particular business idea or needed capital in their company. How could I help move their dreams forward? Just keeping an open ear and coming from a “How can I help?” perspective

turned up many opportunities. And I knew that the financial returns would come as long as I invested in passionate people with a solid business idea.

**4. Evaluate the opportunity:** This may be the most important part of my diversification strategy. I was able to evaluate many of the deals myself, but I also used my attorneys and accountants when I felt I needed a deeper analysis. I chose not to stick my neck out too far and instead went for the more conservative or “no-brainer” deals. If I could determine that the worst-case scenario was that I would only make a little money, I would typically invest. Conservation of capital with a lot of middle-of-the-road wins allowed me to stay in the game and get a few big wins along the way.

**5. Free up time:** Within my core business, I added key management personnel to reduce the time I was spending on day-to-day operations. That decision created the space for me to pursue my other investments, while still hitting my goals in the core business. I used this time for networking, and opened up more investment channels. I also created a lot more time to spend with friends and family. By adopting these principles, I have allowed myself to dream bigger and consider many more factors than I did when I was concentrating all my effort and energy on my core business. Now I am scanning the entire horizon for profitable ventures.

**6. Prepare to leverage:** There are two types of leverage I used in my investment strategy: time leverage and financial leverage. I already mentioned how I created time leverage. I also used financial leverage by not only investing directly from the profits in my core business, but also establishing lines of credit with my banks based on my core business and other acquired assets that I could use to execute quickly on a good opportunity. Leverage is fundamental to large increases in net worth, and I considered it key in formulating my net-worth-creation plan.

*Mark G. Keffeler (pictured) is the president and CEO of Rx Care Assurance, and is a certified public accountant. Fun fact: Mark operates BizOwnersUnlimited.com, a website that helps business owners achieve their goals and dreams.*





# Reaching New Heights

Robert Danger Byrd  
EO Houston

**“D**o the hard ones first.” That was my strategy for summiting the highest mountain in every U.S. state, a goal I had set for myself in 2010. As an entrepreneur, I love a good fight, and mountain climbing really resonated with me. In September, I finished my eleventh state highpoint by scaling Washington’s Mount Rainier, a 14,410-foot mountain considered one of the most dangerous volcanoes in the world. Along with climbing partner and EO Forum mate Rick “Crapshoot” Overholt, I set out on what would be the most physically challenging adventure of my life. Here’s a recap of my experience:

## Day 1: Pain and Suffering

From the beginning, our brisk-paced climb toward Camp Muir—an elevation gain of 1,000 feet per mile—was painfully arduous, and it didn’t help that we had 60-pound packs strapped to our backs. Throughout the first part of the climb, we followed the “step-rest, step-rest” technique as we moved upward. I tried to ignore the searing pain in my legs, a reminder of the challenge ahead, and one that prevented me from enjoying the beautiful meadows and snowfields through which we trudged. We reached Camp Muir before night came, set up low camp and slept in boxcar-like, ramshackle buildings. Not surprisingly, the day’s exhaustion took me under with little trouble.

## Day 2: Why is This Glacier Still Moving?

Short, but difficult, was the climb to high camp. Awestruck by the spectacle of Ingraham Glacier, we found ourselves in the middle of an active glacier laced with huge crevasses. The glacier was literally breaking up around us, reminding us of the instability with its occasional creaks and groans. When we finally reached high camp—two climbers in our group had already turned back—the ground started to shake as a bone-chilling, cracking noise filled the valley. Mesmerized, we turned to witness a mammoth serac slowly breaking away and disappearing into the waiting void. Our guides boasted that this was the largest icefall they had ever witnessed. We settled in around 5 p.m. at 11,039 feet, marking the highest point Rick or I had ever camped (and my first time sleeping on a glacier).

## Day 3: Summit Day

We awoke at midnight to gear up and rope into three-man teams. We left camp just after 1 a.m. for the summit. Enveloped in utter

darkness—we had only our headlamps as illumination—we trekked through a winter wonderland of otherworldly ice formations. Our first major hurdle was crossing the battle zone of crevasses around high camp. Some were six-feet wide, and to cross these seemingly bottomless chasms, we used narrow ladders as bridges. But crevasses notwithstanding, this was the easiest part of the day. Once we cleared the Ingraham Glacier and made our way onto Disappointment Cleaver, the climbing was steep, technical and far more difficult than expected. Some sections were so steep that we had to climb walking backward up the mountain in order to keep more crampon points on the ice. But once daylight broke, the awe-inspiring sunrise was almost worth the climb alone.

## Victory at 14,410 Feet

Greeted with an amazing view of the mountain, valleys and glaciers, exhilaration overtook us as we reached the summit around 10 a.m. The ever-looming threat of an approaching storm makes hanging out on a mountaintop generally a bad idea. So, after about 10 minutes, we headed back down the mountain. This long slog was demoralizing and painful, and the words “death march” were bandied about more than once. After an 18-hour day of intense physical effort, we found ourselves at the bottom of the mountain, where we shared a big “mission accomplished” man hug.

All in all, it took us three days to reach the summit, and the experience offered countless realizations. For example, I learned that when the goal seems overwhelming, just stay focused on the immediate task at hand. Also, I surprised myself on this climb, realizing my capacity to do infinitely more than I think I can. From now on, I will expect more and push myself harder. The question now burning in my mind is: What could be accomplished if I ran my business with the same singular focus and determination required to climb a mountain? Stand back, because I’m going to find out.

*Robert Danger Byrd (pictured, at right) has started five companies in the past 20 years, and is currently the CEO of Truewater, an IT firm providing cloud and network support to the SMB space. Fun fact: Robert was deported from Costa Rica in 2012 because of his middle name.*

**Want to learn more about Robert’s adventures?**  
**Visit [www.robertdangerbyrd.com](http://www.robertdangerbyrd.com).**

# My Transformation in Turkey

Lynn Tan  
EO Singapore

**“T**ransform. Transcend. Together.” This was the theme of the 2012 EO Istanbul University, and it did not fail to live up to its promise. I would like to believe that my life has indeed transformed and transcended since my pilgrimage from Singapore to Turkey for this once-in-a-lifetime event. This was the fourth University I’ve attended since joining EO—I am a bona-fide junkie!—and it was one of the best decisions I have ever made. Not only did it create lasting memories, but it gave me a reason to truly reflect on my life.

Since my first University in 2009, a lot has changed. My business has grown exponentially, I moved into a million-dollar dream home that I acquired all on my own, and I became a single mother. And yet I travelled to Turkey with equal parts enthusiasm and melancholy. While the business part of my life was booming, the family aspect had hit a road bump. A year ago, I decided to end my marriage of eight years, one of the toughest decisions I’ve ever made. So, I headed into the Istanbul University like any other, ready to learn and grow. And boy, did those four days transform my life!

The theme of the University never really hit me until now. From the carefully chosen speakers and learning topics to the inspiring evening socials, it was truly mesmerizing. On the last night, the attendees tied notes with wishes on them to orange lanterns, and then proceeded to let them fly up into the sky, all while Michael Jackson’s “Man in the Mirror” (one of my favorite songs) played in the background. Tears were rolling down my cheeks as I sang along to the song and watched as the lanterns gave the sky an electric-orange glow. It was such a simple event, but it touched me. All of the things I had been dealing with had come to the surface so easily, and I knew I had to do something about it.

That same night, I decided to call my ex-husband. We hadn’t spoken very much since our divorce, but on that magical night we talked for more than two hours. It was the first time after we went our separate ways that we could speak to one another without resentment or blame. We agreed to meet at the airport when I returned to Singapore to talk further. After being divorced for a year—and after four incredible days at the University—I suddenly realized where my true happiness lies. It’s not in my dream house or my business. It’s not in profit or material things. It’s with my family, the people who truly make everything worthwhile.



Having experienced the transformative nature of this EO event, I discovered where I went wrong in my marriage. That night, after the phone call, I decided to take ownership instead of blaming, resenting or complaining about being a victim of circumstances. I made an effort to change ... for myself, for my family, for my future.

**“I’m gonna make a change, for once in my life. It’s gonna feel real good, gonna make a difference, gonna make it right.”**

– Michael Jackson, “Man in the Mirror”

Three months have passed since the University, and my ex-husband and I have reunited with so much love and renewed affection for each other. While we’re thankful to have arrived at this exciting new place, I know that none of this would have been possible if it weren’t for the opportunities made available to me through the University and my EO peers (and that of my husband’s, who’s an EO Malaysia member). Their support, patience and love throughout the toughest period of our lives have been invaluable. Thanks to EO, our family and our love for one another, we are reunited and have never been happier. Trust me when I say that through EO, your life can truly transform, and transcend, together.

*Lynn Tan (pictured, with husband David Leow and daughters Reynna and Kaela) is the managing director of Fusion Cosmetics Pte, Ltd. Fun fact: For the past nine years, Lynn, a Zumba fanatic, has been donating a part of her company’s profits to many charitable organizations.*



# Lessons Learned from 15 Years in the Trenches

Three things I might change if I were launching a startup today

Sean Keener, EO Portland

So 2013 is underway, my wife and I just brought twin girls home from the hospital, I turned 40 and my travel startup—BootsnAll—recently launched its most ambitious product ever. With all of this in mind, I've done a fair bit of reflecting. In the past 15 years, I have learned a lot about building a successful startup, and I thought it would be fun to share a few stories (and lessons learned) in the process. So, here are three things I might change if I were launching my business today:

## 1. Pick partners that you want to help grow, and vice versa:

For a few years, we were the number-one partner in the world for Hostelworld.com, the world's largest hostel-booking engine. In 2004, I stopped by their headquarters to talk about how we could improve the relationship. It was one of the more awkward visits that I remember having. At one point, we were talking about the hostel-booking business with the two co-founders. They were cold toward me, to say the least. I didn't understand why at the time. Looking back, I wonder if they were afraid of us? Not afraid that we were going to take them over, but in a "How did only a few guys generate so much business?" sense.

I later discovered that they didn't want to cultivate a partnership together. They simply wanted more market share, and we didn't fit into their plans. They systematically made

life difficult for us and other affiliates. But to their credit, they became the best hostel-oriented search engine optimizer out there.

*Lesson learned:* From now on, I ask myself the following questions when working with partners: Are they trying to build a win-win? Or are they at the table because they "have to be"? The more info I have up front, the better.

## 2. If someone wants something, learn their "why":

Around 2002, TripAdvisor.com was a startup, not the behemoth they are today. Co-founder Langley Steinart emailed us about sponsorship on our site. They ended up buying a site-wide link from us for US\$1,500 a month. When we sold the link, we didn't fully understand the reasons why TripAdvisor bought it in the first place (SEO link juice, it turns out). I can't remember how long we kept that link up, but I do remember taking it off once I realized that a site-wide link to TripAdvisor was worth more to us than US\$1,500 a month. TripAdvisor was smart (they're still smart)—we were up-and-comers, and had a lot of Google love that we parsed out to them. I don't regret doing it; I just learned a valuable lesson along the way.

*Lesson learned:* If someone wants something from you, learn that person's "why." You may be able to get a lot more out of the opportunity than you think.

## 3. Give without the expectation of getting:

One of the coolest parts of my business is that when we're traveling, we're often gifted things from others along the way, without the expectation to give something in return. It might be a meal, a beer, a conversation or a place to crash for the night. Since we started BootsnAll, we've lived via the "give before you get" vibe. It works wonders. We did start "getting," and we turned that into even more giving. We've continued to give away free hosting and web application development over the years to dozens of non-profits, burgeoning travel writers and groups of people we just wanted to help out.

*Lesson learned:* Don't keep track of everything that you give with an expectation of getting something in return. Not everything in life is 50-50, and that's just fine. It's the experience that counts, and knowing that you're making a difference in someone's life.

**Want to read 13 more of Sean's lessons learned? Visit <http://bit.ly/EOlessons>.**

*Sean Keener (pictured) is the founder of BootsnAll, a travel startup that connects people with adventures all around the world. Fun fact: Sean delivered 200+ newspapers on a bicycle for 2.5 years to keep rice and beans on the table as his company was getting started.*



# Finding *My Life's* Mission

Jim Small, EO Arizona

**W**hen faced with challenges, people often say, “When it rains, it pours.” In my time as an entrepreneur, I’ve learned to carry an umbrella around because the setbacks that happen on a daily basis can oftentimes seem like a torrential downpour. Like my EO peers, I embrace hardships and see them as opportunities to learn and grow. They make me who I am. And if you meet them head on, if you embrace them, you’ll discover what you’re truly made of. A few years ago, I faced a challenge that shook me to the core. Forget the downpour— I wound up in a personal tsunami.

## A Storm before the Hurricane

After running a successful startup for three years, I decided to kick into hyper-growth mode and franchise my property management business. Although it had been posting consistent profits, it was time to take it up a notch. I decided to follow the textbook formula I learned in business school. I added franchise talent to my sales team, raised capital to support our upcoming volume of business and filled out the necessary paperwork to expand the franchise nationally. But about a year into the ramp up, we had only sold four franchises and spent well more than US\$2.5 million. We had hit a dead end.

Although the pipeline of prospects inquiring about a franchise grew, almost none of them made it to a closed deal; revenue became more and more elusive. What was the problem? I took the question as a challenge to solve, and began to deconstruct our franchise offering to uncover the truth. I've always had a strong work ethic, so working harder seemed like the only solution. I recalled the case studies I learned in school; the "success stories" about the founders of Yahoo! who worked so much early on that they slept under their desks at their office. I

instead of responding to the requests, she just walked around the room, touching everything like a busy butterfly, as if no demands at all were asked of her. In minutes, everything became painfully clear for my wife. I, on the other hand, would be pained by a slow realization.

While this was going on, I was away connecting with my Forum mates, discussing my franchising venture and trying to figure out the best way to rebound. Aware that Sophia's condition was not the stuff for a phone conversation, Audra didn't tell me about the evaluation until I got home from my trip. When she brought it up, I rebutted that Sophia was simply going through a stage, and that having a newborn in the house had made my wife sleep deprived. But Audra wasn't convinced, so she scheduled an appointment with a pediatric behavioral specialist for a second opinion. Afterward, the doctor looked at us and said, "Sophia's young, so catching it this early is good. If she were a little older, I'd say she has autism." I was completely numb. Autism? It was as if someone had thrown a sledgehammer into my gut. Autism?! I didn't know much about it, but it didn't sound good.

“Taking my company through a turnaround while navigating a family crisis had made me **laser-focused on my company's reason for existing**; this in turn created the type of efficiency that we needed all along.”

had no problem with sleeping on floors if that's what it took to be successful. No pain, no gain, right?

For the next few months, I worked to keep the business moving forward. It was my number-one focus, but it began to take a toll on me personally. I was borrowing money from family and friends to cover the higher overhead. I wasn't at home watching my family grow. I wasn't tucking my young daughters into bed or having dinner with my wife, Audra. And yet, we both believed strongly in the business, and were willing to sacrifice time together now for an even better life tomorrow. What we couldn't have foreseen, however, was an obstacle that went far beyond any business issue. It was a crisis that put everything in perspective. It was a challenge that hit home.

## The Surprise of a Lifetime

During this tough time in my business, my 2-year-old daughter, Sophia, was going through her "terrible twos," and my 3-month-old, Isabella, was barely starting to sleep through the night. It was a busy time in our household, but one I cherished. Little did I know that our world would soon turn upside down. While I was attending a Forum retreat that July, my wife had her cousin, a speech therapist, evaluate Sophia. Audra's mom had connected them because she intuitively knew that Sophia was not behaving like other kids her age. During the session, Sophia was asked to play with toys, asked her name, asked where her mommy was, etc. But

## Searching for Solutions

I returned to my office in a blur. I had a long list of meetings ahead of me that day, and I still needed to figure out how to get the company to stop losing money ... but my mind was elsewhere. My precious little girl had a serious problem that threatened her future and may end up requiring constant care. I had to step up. The following week, I held a meeting with my management team. Struggling to hold back my tears, I explained that I would be dramatically cutting back on my time at the office. I had faced big challenges before, and I only knew one way to respond—work harder. "Find a solution at all costs," I told myself. "Be the problem solver now when you need it the most." I posted a sign above the inside of my office door so that I could see it when I was in the office. It read: "Defy the Odds."

I decided that with an unknown future of medical costs and caregiver expenses, my business was no longer a place where I worked—it was a strategic asset that I had to use as a weapon to fund Sophia's medical expenses. Knowing that the business was now a means to the end of helping my daughter, I attacked it like a hungry lion staring at a raw T-bone steak. I was ready to do anything and everything to get the business to a place that benefited the future of my family. I cut costs immediately. I broke a multi-year lease and downsized office space. I stopped paying for management team perks. I renegotiated vendor contracts to get payments deferred and interest rates



*The Small Family: (from left to right) Isabella, 6; Audra; Sophia, 8; and Jim.*

reduced. I even got rid of the free coffee service. Nothing was sacred except, of course, my daughter.

Meanwhile, back at home, things continued to get worse for Sophia. She developed a blank stare and would no longer talk or even smile. It was heart-wrenching, to say the least. I needed to learn more, I needed to do more. I spent endless nights researching, while Audra busily lined up therapists and scheduled 40 hours of in-home sessions per week. I knew that anything that ends in the word “therapy” wouldn’t be cheap, so I continued to squeeze more profit out of the business. Little did I know that by doing this—by completely “gutting” the company and streamlining all of our processes and procedures—we were able to establish a more appropriate infrastructure. Taking my company through a turnaround while navigating a family crisis had made me laser-focused on my company’s reason for existing; this in turn created the type of efficiency that we needed all along. Before we knew it, we started seeing black instead of only red on the income statement.

### **Accepting a New Reality**

As the company continued to run in this newly streamlined and highly profitable manner, I was able to spend more and more time away from the business. The freedom was great, but I still felt an ache in my gut; Sophia was not improving like the other children in her autism therapy groups. In fact, her condition worsened. She developed what appeared to be night terrors. One neurologist informed us that they were seizures and suggested that we subject

Sophia to brain surgery. Now, I’m no neurosurgeon, but I was absolutely sure that no one was going to cut into my daughter’s brain based solely on a hunch and the reasoning that nothing else had worked yet. Eager for answers, we reached out to fellow EO members and managed to secure an appointment at Stanford’s Lucile Packard Children’s Hospital. The solution, we hoped, was near.

As the doctors tried to figure out what was going on in Sophia’s little body, we prayed that the answer to that question would enable them to provide appropriate treatments. After two days of seeing specialists, a geneticist suggested we have Sophia tested for Rett Syndrome (for the third time), so we did. Two weeks later, we were told that Sophia does, indeed, have Rett Syndrome, and that we needed to connect with a neurologist that specializes in the disorder. When we met with one, we were handed a “Rett Syndrome Facts” book and told that girls with this disease are born fine, but then start to regress; they lose skills like their ability to talk, walk, feed themselves, use their hands, etc. She concluded by saying that Sophia would probably end up on a feeding tube and in a wheelchair, unable to walk on her own. I asked, “Are you absolutely sure nothing can be done?” The doctor simply replied, “I’m truly sorry. This just happens to one out of every 10,000 girls, and Sophia is that one.”

Although my business was finally running well and turning a profit, I found myself facing a bigger problem. I had to defy the odds and find a cure for an “incurable” disease—Rett Syndrome became my new number-one enemy. I dove into

medical research again, attended conferences and talked to leading researchers. Surprisingly, I discovered that Sophia actually had a less severe form of the disorder called Atypical Rett Syndrome. I'd come to learn that we are very lucky in this manner, as she has been able to retain some of her ability to talk, walk and feed herself. I also discovered that Rett Syndrome, unlike autism in general, has a specific cause—a mutated gene—and that a scientist in Scotland has reversed its symptoms in mice. Even better, a cure for this horrible disease is in the works. All that is needed is the money to fund the research.

As the journey to support Sophia continued, I found my passion for my property management business waning. I had done more than enough to turn it into a profit-making machine, thanks to the overhaul, so when a competitor came along with a great price, I decided to sell it. I then took that money and put it into a new venture that aligns with my passions as an entrepreneur and better supports my family-first mission. I started an international real estate firm called Santé International, which is based on the French term “santé,” meaning “to your health.” I thought that was appropriate. It is with this new business—I create tax-efficient ways for foreigners to invest in U.S. real estate—that I am able to generate the funds needed to better care for Sophia, and to support scientists to help move the cure for Rett Syndrome from mice to girls like Sophia around the world. By applying what I learned during the overhaul, I was able to create a more successful business that will ensure Sophia has a healthy and happy future.

### Defying the Odds

Often out of the direst of circumstances, we find our life's mission. That is true for Audra and me. To this day, I am still working hard to fulfill both my family and entrepreneurial dreams. What's more, I am using my resources as an entrepreneur to help pave the way so that Sophia—and 300,000 girls like her—will one day be free from the syndrome that afflicts them. Looking back at everything, I can honestly say that this has been the biggest challenge I have ever had to face. But thanks to Sophia, I now see that my true purpose in life is to help eliminate Rett Syndrome ... to defy the odds.



“I had to defy the odds and find a cure for an ‘incurable’ disease— Rett Syndrome became my new number-one enemy.”



### Special Video: Finding My Life's Mission



Watch a special video about Jim's journey by scanning the QR code at right or visiting <http://blog.eonetwork.org/small>.

## All About Rett Syndrome

- » Rett Syndrome, a form of autism, is a disorder of the nervous system that leads to developmental reversals, especially in the areas of expressive language and hand use.
- » Rett Syndrome is characterized by normal early growth and development, followed by a slowing of development, loss of purposeful use of the hands, distinctive hand movements, slowed brain and head growth, problems with walking and seizures.
- » Rett Syndrome is caused by a mutation in the MECP2 gene, which is located on the X chromosome. It is one of the genes responsible for making a protein needed for normal brain development.
- » In 2007, researchers used genetic engineering with Rett mice to restore MECP2's function in the brain. The mice showed a striking recovery, suggesting that Rett Syndrome, even when well-established, might be a treatable disease.

Want to learn more about Rett Syndrome?  
Visit [www.ReverseRett.org](http://www.ReverseRett.org).



# Mix Up Your Marketing

Dona White  
EO New Zealand

**W**hen it comes to better business, sometimes you just have to mix up your marketing. One way to do that is by taking advantage of business exhibitions. I'm probably the world's number-one cheerleader when it comes to targeted exhibitions. I've been staging them for almost 20 years, and in that time I've helped thousands of businesses grow using time-honoured techniques that anyone can tap into for a minimal investment. Sound tempting? Here are five reasons why I believe exhibitions should be a no-brainer for every business:

**1. You can sell your products better than anyone:** People may be able to find your products online or in a shop, but you and your staff are best qualified to point out why they should buy your products rather than a competitor's. Even high-quality sales assistants and promotions staff can't match the fervour and insight that you and your team can bring to bear.

**2. Exhibition visitors are all pre-qualified:** People go to exhibitions eager to see new products and buy them. At consumer exhibitions, people are actually paying to hear your sales pitch—where else does that happen? Other direct-marketing mediums, such as supermarket sampling, interrupt some other activity to establish a sales opportunity. But at an exhibition, sampling your product is primarily what visitors have come to do, so you're already one step ahead.

**3. Exhibiting makes the most of your marketing budget:** People follow their passions when it comes to exhibitions, which makes exhibitions highly targeted

sales environments with low levels of "tire kickers." What's more, you will get more bang for your marketing bucks, and can tightly focus your efforts on capturing the interest of your most lucrative market segments.

**4. Face-to-face selling offers three dimensions:** Nothing beats pitching your product directly to a customer while they hold it in their hands. They get to experience what you're selling first-hand, and you get to close the deal on the spot. Unlike other forms of sampling, exhibition visitors are more disposed to take their time, gain a deeper understanding of your products and commit to purchase.

**5. You can reach out and touch your audience:** Exhibitions let you meet thousands of customers, understand who they are and gather their feedback in real time. You can grab their details and build a database. You can give them free gifts and special deals. You can shower them with coupons for use after the show. An exhibition is the perfect place to lay the foundations for lifelong customer loyalty.

In my experience, including face-to-face marketing into your business plans is critical to achieving next-level success, and engaging an exhibition is one of the best ways to do that. Where else can you convert skeptics into true believers while building customer loyalty, all in an instant? If you've never made exhibitions part of your marketing mix, you may be missing out on a proven way to stretch your budget further, expand your customer base, improve your products and services, generate more sales and ultimately grow your business.

## Top Tips for Exhibition Beginners

New to the exhibition world? Here are some pointers:

1. Choose the exhibition that attracts the biggest numbers of your target customers.
2. Set specific, measurable objectives and ironclad budgets.
3. Promote your participation before the show via every medium at your disposal.
4. Select and train your staff carefully—they are your brand ambassadors.
5. Employ an experienced designer to ensure your stand "stands out."
6. Keep your team on their toes and fired up throughout the show.
7. Follow up "hot" sales leads immediately after the show, before they have a chance to "cool off."
8. Contact "warm" leads at the same time, and keep in touch until they're ready to buy.
9. Do a mini-advertising campaign after the show to stay top of mind with customers.
10. Review your exhibition performance and use lessons learned to improve for next time.

*Dona White (pictured) is the CEO of North Port Events, and organiser of The Food Show, Baby Show, Fine Food New Zealand and the Healthy Living Show. Fun fact: Dona, a native Californian, met her Kiwi husband while they were ski bums in Switzerland 30 years ago. They now reside in Auckland, where they sail their yacht anywhere there is sun and good fishing.*

# EO Global Board Spotlight

A Special Look at EO's Influential Leaders



**Louis "Sweet Lou" Licata**  
EO Cleveland, EO Director  
EO leader since 2005



**Jody Dharmawan**  
EO Indonesia, EO Director  
EO leader since 1997

## What are some things currently on your bucket list?

**LL:** At ABC Sapporo, I will eliminate one item at the lower-end of my list: curling! I will learn to curl as an activity. But higher up on the list is to learn another language— probably Mandarin.

## If you could start a new business in any industry other than your own, which one would it be, and why?

**LL:** Actually, I'm starting a new business now with two other EO members in the four- to five-star hotel industry. So looking forward, I'm hoping my next business will be in the golf industry. My brother is a non-tour professional golfer, and we have often discussed a junior's golf school in Asia.

## Do you have an interesting hobby that may surprise people?

**LL:** I compete in thoroughbred-horse-racing competitions as a handicapper. I've been to the national championship five out of the past seven years. I'm the only contestant to finish in the top five twice!

## What was the last book you read, and why did you start reading it?

**LL:** I don't count business books because I read those all the time, and I rarely read the whole book. I also don't count books I start but don't finish, which happens often. The last book I read that was a life-changer was *The Power of Kabbalah*, by Yehuda Berg. I've studied Kabbalah for 12 years, and this book changed my life.

## What's the best way to get to know you ... over coffee, dinner or drinks?

**LL:** All three. Dinner with scotch and an excellent Tuscan red wine, and cappuccino to get me home.

## What's the first website you visit every morning?

**JD:** None. I am old school!

## What is your proudest moment in business so far? In life?

**JD:** In business, rebuilding my business after bankruptcy ... and I'm still an EO member! In life, my three beautiful children.

## What one piece of advice or adage motivates you?

**JD:** 'Never lose hope ... but don't count on it either.'

## If you could have one superpower, what would it be, and why?

**JD:** The ability to really listen; not just to the word, but to the real meaning behind it. The more I am able to listen, the more I know. The more I know, the better equipped I am.

## If there was a book written about your entrepreneurial journey so far, what would it be titled?

**JD:** *My Entrepreneurial Journey So Far...*

## What do you want your legacy to be in business and life?

**JD:** My mission in life is to contribute toward the betterment of mankind through empowerment. I would like to transform and transcend lives that I have touched. In business, I would like to see the entity that I have built provide opportunities for stakeholders to prosper and make a contribution to society.

In each issue of Octane, we are highlighting members of EO's Global Board of Directors, all of whom play an integral role in EO's success. For more information, visit [www.eonetwork.org](http://www.eonetwork.org).



## Dele Agekameh

EO Nigeria, EO member since 2011  
CEO of Quicklink International Network

### When did you know you wanted to be an entrepreneur?

**DA:** I've always been engaged in some form of 'buying and selling,' especially in my early years. In middle school, I started designing and producing seasonal greeting cards for sale— that was rare among my peers at the time. This was the starting point for me.

### What do you do for fun when you're not running a business?

**DA:** I like to engage in intellectual discussions, importing and exporting ideas. I also play lawn tennis, badminton and go clubbing to let off steam.

### What's your favorite holiday, and why?

**DA:** It's Christmas. I like all of the hype, which is exciting as one takes stock of the outgoing year and looks forward to the incoming year with friends, relations and other acquaintances. Generally, it is a season of peace, tranquility and celebration.

### What do you love most about your heritage?

**DA:** Even with all of the biases and prejudice associated with the black race and Africans, I have always cherished the resilience, Spartan-like determination and zeal to excel that has always fueled the average black person to the pinnacle of success in whatever endeavours he or she gets involved.

### What are the benefits of being an entrepreneur in Nigeria?

**DA:** Collectively, with other entrepreneurs one is involved in creating wealth that helps to move the society through the provision of gainful employment. It's satisfying being able to contribute positively to the progress of humanity.

### What are the challenges of being an entrepreneur in Nigeria?

**DA:** The challenges are multifarious, ranging from the lack of an enabling environment for business to thrive, inadequate capital, lack of cooperation from banks and other financial institutions, as well as a lack of infrastructure and inconsistency in governmental policies, among others.

### If you could travel anywhere in the world, where would you go, and why?

**DA:** A place like Australia comes to mind. There's so much beautiful scenery, including the wildlife and sea life at Kangaroo Island, world-heritage sites at Kakadu National Park and the spectacular mountains of Adelaide. And of course, the nightlife in Sydney, complete with its harbour cruises.

### What is your favorite meal?

**DA:** For starters, a plate of steaming-hot 'pepper soup' could trigger the appetite, and then white rice with succulent Nigerian vegetables. Fresh or dried fish and fried plantain, known in local parlance as 'dodo,' would complete the meal.

### If you could recommend one book for the world to read, which one would it be?

**DA:** *Straight from the Gut*, by Jack Welch.

### What do you want to do when you retire?

**DA:** To mentor people in business, provide succour for the needy as far as my resources can take and allow as many people as possible to 'drink' from the fountain of my wisdom and knowledge.

# Managing a Global Workforce

Michèle Hecken, EO Edmonton

**W**hen you're building a company across borders with a multi-national team, dealing with people from different cultures and relying on them to get things done on time and on budget—across three or four time zones no less—can be quite challenging, to say the least.

As a global company, the greatest challenge we face every day is to help our teams develop a shared understanding of our business issues. Though they start from diverse value orientations, our goal is to help realize the business potential of cultural differences by integrating them to a common purpose of learning and innovation.

In the past 19 years, we've tried many approaches—some successful, some not so much. Here are some of our lessons learned:

## **1. Link culture to specific business goals:**

We put a lot of effort into having “the right people on the bus, in the right seats,” but that wasn't enough. In an international business environment, it's equally important to pick your people according to your destination. We were fortunate to have our own “local experts” on staff, and having them trained well was critical to serving our international customers and speaking their language. In order to do that, we created an international expansion plan that included market research, localization strategies and execution on the ground. We compose our teams based on the markets we serve.

## **2. Awareness breeds cooperation:**

In order to create successful cooperation in a multicultural environment, all team members need to first be aware of their own personal cultural preferences in order to respect others. Only then are they capable of reconciling the cultural value differences they encountered and realizing the envisioned, integrated solutions. In our case, we needed to link this cultural diversity and new awareness to specific business issues in order for all of our training to be effective.

## **3. Seek first to understand, then to be understood:**

This principle of communication is essential for any leader, manager or team to understand and internalize, and in multicultural teams it is even more crucial. Even if you're not expanding internationally, but have multicultural teams in your company, proper training to create a respectful and productive work environment is key to having efficient teams and happy employees. Everybody comes to work with the best intentions, and if your team recognizes and respects this, it's much easier to create deeper understanding and better communication that drives innovation.

## **4. You don't know what you don't know—seek help:**

Hiring any consultant is tricky. It's even more difficult to find an expert experienced enough to provide results in a multicultural environment. Global business and international market expansion is fairly new territory, especially for small- to medium-sized companies. In addition to providing a sound and scalable training solution for both leadership and multicultural teams, make sure the consultant you hire can tie the training into your business goals, make recommendations to reduce risk and get you immersed in the local market.

## **5. Integrate continuous learning into your culture:**

We work consistently to create a culture that helps individuals and teams improve their intercultural competence and enhance their performance by connecting different points of view. This involves ongoing reconciliation of dilemmas with the goal of increasing effectiveness and innovation. By investing in targeted workshops, we've been able to significantly improve communication and respect among our teams, moving projects ahead faster and gaining valuable insight into our target markets.

All in all, we have come to recognize that there is great value in diversity, and—if harnessed properly—it will result in huge competitive advantages and accelerated innovation. Utilizing the diverse wealth of knowledge in our teams instead of rejecting certain views has led to a stronger company culture, significantly lower turnover and a better understanding of our customers' needs in the markets we serve.

*Michèle Hecken (pictured) is the president and CEO of Alpha Translations Canada, Inc., and Alpha Global Xperts, Inc. Fun fact: Michele is an avid salsa dancer, who loves to travel and study different cultures.*





# Connections to Experts:

## Connecting Generations in Business

Jason Dorsey, EO Speaker

**O**ne of the most important parts of running a business is effectively managing various generations of employees. This is especially true when working with today's youth, which require a unique set of skills. *Octane* sat down with generational thought leader Jason Dorsey—the Gen Y Guy®—to discuss how to manage Gen Yers (people born between 1977 and 1995) and build generational bridges.

**What insights can you offer those who are struggling to connect generations for business growth?**

**JD:** The biggest insight for entrepreneurs is that the generational divide they're experiencing is a perfect opportunity to beat the competition. Gen Yers, also known as "Millennials," are flooding the workplace and the marketplace—and it's only going to get worse. This new generation brings a completely different view that is confounding the best executives and salespeople. The opportunity for entrepreneurs is to adapt to make the most of Gen Y before the competition does.

**What are some secrets to managing Gen Yers?**

**JD:** To make the most of Gen Y employees and help them overcome their sense of entitlement, there are some tactics that work like magic. For starters, be candid with Gen Y prospects about the day-to-day responsibilities of the job they seek. Entitled Gen Yers often have a rose-colored view of employment; show them that they have a big future in your company, but that it comes with mastering each position. Many Gen Yers think that within a week's time they're ready for a promotion simply because they can do the job. Set the expectation around mastering the position and calibrate their expectations around effort, not just a weekly calendar. Finally, create a mini-talent-development program. This could be a quarterly project or meeting. Gen Yers will think that they have the talent needed and will step up their performance in order to prove themselves right.

**What are some common mistakes you've seen entrepreneurs make when it comes to managing Gen Y employees?**

**JD:** The biggest mistake entrepreneurs make with Gen Y employees is assuming that they know more than they do. This comes from the fact that other generations started working at a much younger age than Gen Y. The best thing you can do to solve this problem is to provide specific examples of the performance that you expect. Start by making a list of the 10 things new hires do that absolutely annoy you and waste your time. Then make an example of each that is scalable, such as a photo for dress code and a video for customer service. These should become part of your orientation program. The result is that the Gen Y new hires learn faster, you save time because you're no longer hand holding and you can immediately hold them accountable. Everybody wins!

**If you could give our members one piece of advice when it comes to building generational bridges in business, what would it be?**

**JD:** Make the first day of employment with your company unforgettable. Gen Yers decide on their very first day whether or not they can stay long-term. Here are three more ideas: Have someone about the same age as the new hire welcome them and give them a tour. These peer-to-peer tours always lead to more significant first-day questions than a tour from a boss or non-peer. Also, when the Gen Yer arrives at work, present them with a tiny box. They open this tiny box in front of you and find inside six pre-printed, temporary business cards with their name already on it. This gives you, as their boss, complete permission to say, "Welcome to the team. You now represent us just as we now represent you." Who is the first person a Gen Yer is going to give their business card to? Their mom! And many of them will give it to her when she picks them up from work!

*An acclaimed speaker, bestselling author and generational thought leader, Jason Dorsey (pictured) has delivered 2,000 speeches around the world, including many for EO events. He's also a Gen Y entrepreneur who texts his mom every day. Watch him in action at [www.jasondorsey.com](http://www.jasondorsey.com).*

# EO Online – Making a Connection

In the past year, our social media presence has grown by leaps and bounds. Here are some highlights:

## Social Media Stats\*:

- » Twitter followers last year: **8,834**
- » Twitter followers this year: **17,595**
- » Facebook likes last year: **1,436**
- » Facebook likes this year: **5,294**

\*As of 27 February 2013.

## Most Popular Tweets:

**“Be always at war with your vices, at peace with your neighbors, and let each new year find you a better man.”**

– Benjamin Franklin  
(Tanner Shepard, EO Austin)

**“Being an entrepreneur is not a group effort. You have to trust yourself and your instincts.”**

– Ahmad Haris, EO Karachi

**“Excited about joining EO!”**

– Adam Ogden,  
EO South Florida



Keep your fingers on the pulse of EO Global by connecting with us through our social media platforms:



[www.twitter.com/entrepreneurorg](http://www.twitter.com/entrepreneurorg)



[www.facebook.com/entrepreneursorganization](http://www.facebook.com/entrepreneursorganization)



[www.linkedin.com/company/entrepreneurs'-organization](http://www.linkedin.com/company/entrepreneurs'-organization)



[www.youtube.com/eonetwork](http://www.youtube.com/eonetwork)



<http://blog.eonetwork.org>



EO ASKS

## What is the first website you visit in the morning?

“The first one is a weather site linked to one of my iPhone apps. I’m a lawyer, and I also work in fashion, so my image and what I wear is a reflection of who I am and what I represent. I have to know the weather for the day so I can dress accordingly.”

– Elena Balaguer Lobregat,  
EO Spain-Barcelona

“Facebook. I like to stay in touch with my friends’ and colleagues’ activities, and I have come to find that most important news finds its way onto a Facebook newsfeed very quickly.”

– Sam Aguiar, EO Cincinnati

“Being that my company is a licensee of the National Basketball Association, I check NBA.com and ESPN.com.”

– Matt Altman, EO Arizona

“I visit News (El Norte) to get information on my marketplace, followed by Facebook to check on my networks.”

– Ricardo E. Aguirre,  
EO Monterrey

# Keeping Business in the Family— Literally!

Mike Birdsall, EO San Francisco



Mike, with his wife and business partner, Maureen.

I never planned to own my own business, and I definitely didn't plan to work alongside my wife. But in 1994, that's the situation I found myself in. When I tell people that my wife, Maureen, and I work together, they tell me I'm crazy ... and then they want to know how we do it so well.

Last summer, we celebrated 25 years of marriage, and we're

inching toward two decades as business partners. We started with three goals: Have a great lifestyle; spend as much time with our kids as possible; and earn enough money to pay our bills. Some days, weeks and months are better than others. And yet, throughout it all, our goals haven't changed. In fact, they still provide us with the direction we need to stay personally and professionally successful.

I truly believe that we could have never built our business—or stayed in business as long as we have—if we hadn't done it together. It helps that we complement each other: Maureen is the creative genius and runs the projects, while I handle the sales and business operations. Ultimately, our success stems from clear lines of responsibility and division, a lesson that took us a

year to learn. Here are some other lessons we discovered when it comes to working with a spouse:

**Manage Your Ego:** This is a big rule of ours— always check your ego at the door. A power struggle at work will roll over to home, and one at home will come to work with you the next day. That whole “win the battle but lose the war” idea really is true. Does it really matter that you get the credit for an idea if your spouse is angry at you?

**Pay Attention to Sensitivities:** Everyone has down days, days they aren't fully focused or projects that aren't especially exciting. By being proactive and staying alert to your spouse's sensitivities, the work flow—and the overall work environment—will be much easier. We know each other's strengths and weaknesses, and that helps us step in or aside much quicker.

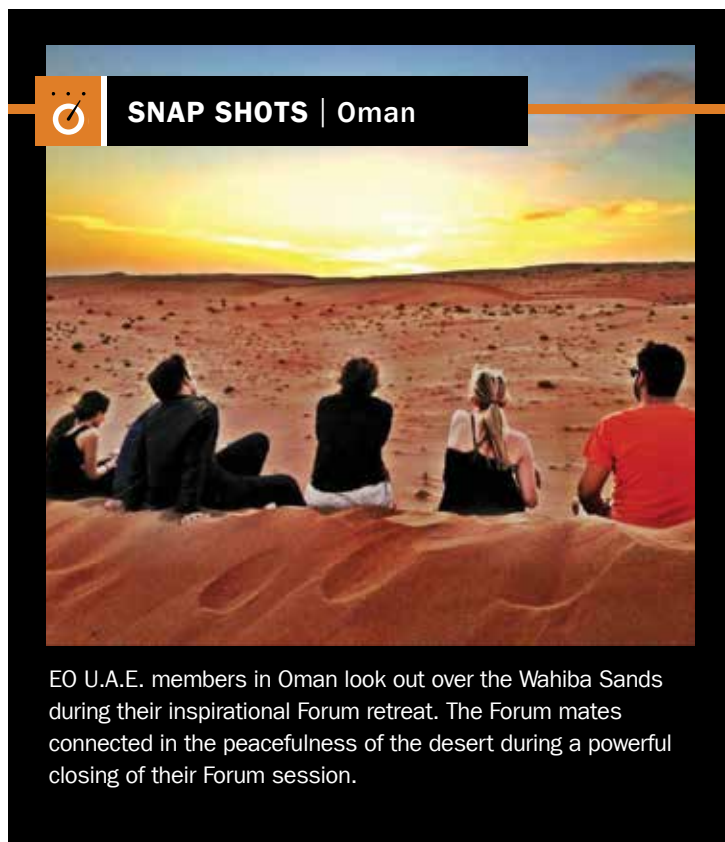
**It's More than Just Work:** Although you're working throughout the day, it's important to talk about things other than work when you're home. Not only will it create a balanced divide between work and home life, but your kids will appreciate it! I remember one dinner where Maureen and I were excited about a new business idea. When there was finally a pause, my 6-year-old asked—no, requested—that we talk about something other than work. Bright kid!

**Make Time to Play Together:** This is a hard one, especially when you spend so much time working together. Don't forget that you are partners at home, too. Enjoy each other and continue to work on your non-business partnership. We're always looking for new things to do together, even if work gets busy. Our latest “together task” involves riding our new scooters!

**Constantly Reinvent:** If it's not working, change it. You're the boss, and you can do anything you want! We constantly look at what's not working and see how we can do things differently. It might seem simple, but the more we adapt, the more successful we become in both our business and our partnership. It's all about staying open-minded and available to change.

We've heard it all before: “No way could I work with my spouse!”; “Are you serious?”; and “You must be out of your mind!” But for us, it's awesome. And it works. Sure, there are some bumps and bruises that come with the territory, but that happens in any relationship. I'd like to think that we've built a business that no one else has— one built around love, trust and respect. Every day I go to work, every night I come home. I'm blessed to be working with my best friend and partner.

*Mike Birdsall is a co-founder of Birdsall Interactive, an interactive web design agency, and FanConneX, an in-venue mobile application for sports fans. Fun fact: Mike and Maureen have two boys, and have spent countless hours at ice rinks watching them play hockey.*



EO U.A.E. members in Oman look out over the Wahiba Sands during their inspirational Forum retreat. The Forum mates connected in the peacefulness of the desert during a powerful closing of their Forum session.

# EO Partner Presents: Old-School Business Philosophies for the New-Tech Era

By Cindy Bates  
Vice President of Microsoft, U.S. Small- and Medium-Sized Businesses



**W**hen it comes to business, the old saying rings true: “The more things change, the more they stay the same.” Though the digital revolution has catapulted business into new directions and new ways of operating, there are certain business principles that stand the test of time. Over the course of my career, and in my daily interactions with my team, our partners and our SMB customers, a few key principles have been tried and true in helping me achieve my business goals:

**1. The customer is always right.** The well-known, Connecticut-based supermarket chain, Stew Leonard’s, makes its version of this customer service policy very visible to all who enter. Etched into a three-ton rock at the entrance of each of the chain’s four stores are the following policies:

- 1. The customer is always right.**
- 2. If the customer is ever wrong, re-read rule #1.**

Perhaps one of the best-known business philosophies, this type of customer orientation tends to earn a great reputation and loyal customers for businesses who effectively deploy it. But it also helps a business and its employees develop empathy for the customer, leading to the development of products and services that actually meet the customers’ needs. And it’s not necessarily the case that the customer is literally always right, but another hidden value of this orientation is that it helps employees focus not on blame or excuses, but on finding a solution to any issue that arises.

**2. Nothing beats good-old-fashioned networking.** People do business with people they know and like. That makes networking just as important today as ever. Whether at community events, industry conferences or a gathering of local business-people, introducing yourself and your business to real people

can be one of the most important ways to build your business. The trick is to use technology to help you extend your network far beyond your immediate community. For example, LinkedIn will be integrated into the next iteration of Microsoft Office, and will provide extensive profile information on any connection who emails you, helping you take business relationships to the next level through a deeper personal connection. What’s more, you will be able to network throughout the day as you work, while discovering new information about those with whom you communicate.

**3. Get out and see your customers.** Meeting face to face with your customers at their location adds chemistry and clarification to the content of your business communications. In our global business community, however, one-to-one meetings can often be expensive and difficult to schedule, so Microsoft’s Office 365 technology can help you make those house calls virtually. With applications like Lync and Skype, you and your customer can sit at the same virtual table, collaborating through video, audio and documents to reinforce your business relationship.

The philosophies that brought us to where we are in business today may change shape, but they never go out of style. What old-school business principles are you incorporating in your business? If they’re anything like the classic approaches above, I’m sure they add a ton of value to your business.

*Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. EO’s regional partnership with Microsoft in the USA includes access to speakers and training curriculum; access to Microsoft stores and event-hosting locations; and connections to Microsoft business development managers for brand awareness and other opportunities. For more information about this partnership, contact Greg Hill, EO’s Strategic Alliances Manager, at [ghill@eonetnetwork.org](mailto:ghill@eonetnetwork.org).*



## EO China South Hosts First EO Event

One of EO's newest chapters—EO China South—hosted the 2012 Foshan Conference from 6-8 December, with support from the MyEO and China 300 committees. The event kicked off the EO Discover China Series, and afforded members from 16 chapters special insights into the business cultures and traditions of China. More than 100 attendees heard from renowned speakers like Hu Jia (a gold-medaling Olympic diver) and participated in exclusive off-site activities like opera shows at Jian's Villa and a wedding ceremony at the Marriage House.



## EO Thailand Member Makes a Mark on YouTube

Inspired by the success of South Korean rapper Psy's "Gangnam Style" song—the first YouTube video to eclipse one-billion views—EO Thailand's Walter Lee decided to create his own rap video mimicking the international hit. "Chef KANI Bangkok Style" has accrued more than 42,000 hits on YouTube, which has helped raise money for the Zy Movement Foundation (an organization Walter founded through the inspiration of his son), which attempts to bring help to the 10 million children with movement disabilities in Southeast Asia.

# Global Entrepreneur Indicator

Entrepreneurs and their businesses drive the global business landscape. The Global Entrepreneur Indicator taps into the minds of the world's leading business owners to identify trends in the world economy. In January's Indicator survey, a total of 2,750 members responded. Here are some high-level results from the survey:

- » In all, 73% of entrepreneurs expect an increase in net profit during the coming six months.
- » Roughly 29% of entrepreneurs reported easier access to capital during the previous six months, with only 10% claiming it became more difficult to do so.

- » Entrepreneurs are split on the economy— 35% of them expect economic conditions to improve in the coming six months, while 27% expect conditions to deteriorate.
- » Approximately 77% of entrepreneurs would start a new business right now, given current conditions.

For full results, visit  
[www.entrepreneurindicator.com](http://www.entrepreneurindicator.com)  
or scan the QR code at right.





**Maria Kingery, EO Raleigh Durham**  
Co-Founder of Southern Energy Management  
Joined EO in August 2012

## New Member Spotlight

### What are you hoping to get out of your EO experience?

**MK:** I have an insatiable desire to learn new things. I'm expecting EO to provide an inexhaustible supply of new learning experiences!

### What's the biggest myth about entrepreneurship?

**MK:** That entrepreneurs are undisciplined, crazy risk-takers. I spoke to a graduate school class recently, and when I asked how many of them considered themselves entrepreneurs, I was

dismayed that only one person raised his hand (and reluctantly at that). When I asked why, that's what they told me.

### What do you love most about your industry?

**MK:** Clean energy is one of the greatest opportunities (and challenges) of our generation— that's incredibly motivating, and attracting some amazing people to our industry. Doing work that matters with people who want to make a difference ... what could be better?

### What is your business's "elevator pitch"?

**MK:** We are energy experts who provide efficiency and solar solutions that always lead to savings for our customers.

### What do you do for fun when you're not running your business?

**MK:** Sing karaoke with my 10-year-old son (he's got some mad M.C. Hammer skills!), support aspiring entrepreneurs (nothing is more fun than leveraging what I've learned to help others succeed) and hike in the woods near my house (time for quiet reflection keeps me grounded and gives me the strength to keep on keeping on day after day).

.....  
 • Know a new EO member? Send their name and email to  
 • [octane@eonetwork.org](mailto:octane@eonetwork.org), and we'll consider them for our next  
 • "New Member Spotlight."  
 • .....

## { EO Opportunities in Q4 }

### April

#### Share Your Story with EO Members

Want to share your experiences with nearly 9,000 EO members around the world? Submit a story for consideration in June's *Octane*. One lucky member will make the cover and be highlighted in a special "Feature Story" spread. All content is due on 17 April. For more information, please contact Nicholas Thomas, EO's Director of Publications, at [nthomas@eonetwork.org](mailto:nthomas@eonetwork.org).

### May

#### Keep the EO Journey Going!

Are you enjoying your EO experience? Continue the journey— renew your membership! The first invoice for membership renewals will be sent in late May. Please note that all renewals are due by 30 June. If you would like to sign up for auto-renewals and avoid missing deadlines, please email [renewals@eonetwork.org](mailto:renewals@eonetwork.org).

### June

#### Access Free EO Webinars

Want to learn from some of the world's best business minds at the comfort of your own desk? Every quarter, EO hosts webinars designed to help members learn and grow on a personal and professional level. Sign up for June's webinars by contacting Joy Hayes, EO's Global Learning Director, at [jhayes@eonetwork.org](mailto:jhayes@eonetwork.org).



## Extraordinary Event Earns EO Orange County Member High Honors

EO Orange County's Katy Higgins, founder of Cosmopolitan Events, Inc., recently won her industry's highest award, "Best Event Produced for an Individual over \$1,000 Per Person," during the global TSE Gala Awards in Chicago, Illinois, USA. Katy has created more than 800 unforgettable events for clients like McLaren, Patron Tequila, Neiman Marcus and Ferrari, among others.



### Vancouver Company Finances Technology Firm

EO Vancouver member Praveen Varshney and his investment firm, Varshney Capital Corp., recently financed Ackroo, Inc. (listed on the TSX Venture Exchange in Canada) and joined their board. Ackroo is a cloud-based SaaS technology company for SMEs in the loyalty space.

### EO New York Member Earns Acclaimed Award

EO New York's Susan Lindner, CEO of Emerging Media, recently won the 2012 Golden Bridge Award for "Consumer Launch Campaign of the Year." The award recognized Emerging Media for its successful integrated-communications campaign to launch tech accessories company, Toddy Gear.



### EO Las Vegas Member Receives Local Recognition

EO Las Vegas member Toby Mathis's company, Boss Business Services, was named among the 2012 Vegas, Inc. "Best Places to Work." Toby's business has garnered other awards and attention from the Las Vegas Chamber of Commerce, and has earned him a place in the 2009, 2010 and 2011 *Inc.* 500|5000 lists.

### EO Turkey Chapter President Speaks at E-Commerce Event

EO Turkey president Ferda Kertmelioglu recently spoke at "The Geniuses of E-Commerce Meet the Anatolia Entrepreneurs" event, held in Afyon and organized by the Contactplus Communication Agency. The event brought together leaders of the e-commerce sector, who shared their experiences and stories with Anatolian entrepreneurs.



**Want to be in next issue's "Quoted & Noted"?**  
Email your news to [octane@eonetwork.org](mailto:octane@eonetwork.org).

# GLOBAL LEARNING CALENDAR

APRIL 2013



11-14 | EO INSIGNIA /QUANTUM LEAP  
MASTERS GOLF TOURNAMENT  
Augusta, Georgia, USA



29 APRIL-1 MAY | EO GLOBAL LEADERSHIP  
CONFERENCE  
Manila, Philippines

MAY 2013



15-17 | EO GLOBAL LEADERSHIP  
CONFERENCE  
Panama City, Panama

JUNE 2013

EO | Key Executive Program

9-12 | EO KEY EXECUTIVE PROGRAM  
Dedham, Massachusetts, USA

NOVEMBER 2013



13-17 | EO BUENOS AIRES UNIVERSITY  
Buenos Aires, Argentina

MAY 2014

Entrepreneurial  
Masters Program

28 MAY-1 JUNE | EO ENTREPRENEURIAL  
MASTERS PROGRAM, CLASS OF 2016, YEAR 1  
Dedham, Massachusetts, USA  
Applications available 16 October 2013

For more information or to register for an event,  
please visit <http://events.eonetwork.org> or  
contact [events@eonetwork.org](mailto:events@eonetwork.org).

**Want to register for upcoming EO multi-chapter events?**  
Expand your EO learning by attending one of the below events:

**EO San Antonio Round Up** – San Antonio, Texas, USA; 4-7 April 2013  
**NERVE** – Charlotte, North Carolina, USA; 19-21 April 2013  
**EO GRAND** – Las Vegas, Nevada, USA; 3-5 May 2013  
**EO Unlimited** – Madrid, Spain; 6-8 June 2013  
**EO Alchemy** – San Francisco, California, USA; 16-18 October 2013  
**EO Thrive** – Columbus, Ohio, USA; 16-18 October 2013  
**EO Ignite** – Sydney, Australia; 14-16 November 2013

For more information, scan the QR code at right or visit  
<http://events.eonetwork.org/multi-chapter-events>.



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# 2013 EO BUENOS AIRES UNIVERSITY

Tango with the  
Unexpected

**13-17 November 2013  
Buenos Aires, Argentina**

Registration opens at the end  
of May 2013!

Sign up for the  
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QR code!

