

The Entrepreneurs' Organization Magazine
September 2013

octane



the ART OF
ENGAGING

Annual Review Edition

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EO Global Board of Directors

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Engaging the World in FY2013/2014



As a longtime EO leader and member of EO Malaysia, I know how impactful this organization and its membership can be. For more than 25 years, we have served as a beacon for entrepreneurial support, paving the way for leading entrepreneurs to make a mark in business and beyond. Personally, I see EO as more than just an organization—it's a sounding board for my business ideas, a resource pool and a focus group for my future. EO is a global vehicle for change, one that's currently driven by 9,500 members in 131 chapters and 40 countries. And we're still growing!

Now more than ever, EO is making a significant impact as a global thought leader on entrepreneurship. This year, we're going to maximize that impact through "Engage the World," a call to action founded on the EO360° DNA and driven by the desire

to help you get the most out of EO and your entrepreneurial journey. This call to action will guide us as we introduce new programs, enhance our existing resources, develop strategic relationships and build a more dynamic platform for entrepreneurial support. By aligning our strategic goals around "Engage the World," we will help you accelerate your growth, leverage the EO network, explore your passions and give you new ways to give back.

It is going to be another exciting year for EO, one filled with plenty of opportunities to maximize your membership on a local, regional and global scale. Through engagement, we will create ripples of positive change in our businesses, families, communities, ourselves and the next generation of entrepreneurs. What's more, we will expand EO's reach, strengthen our value proposition and make a mark in all corners of the world. Speaking of making a mark, in this Annual Review edition of *Octane*, we take a look back at FY2012/2013, while highlighting our record-breaking events, new programs, membership milestones and EO360° initiatives that helped us better support the complete entrepreneur.

As we prepare to engage the world together, I'd like to thank you for your commitment to EO and the value you provide on a daily basis. I look forward to building on our success and making this year one we will never forget.

Gratefully,

A handwritten signature in black ink, appearing to read "Rosemary".



Rosemary Tan, EO Malaysia
EO Global Chairman, FY2013/2014
rtan@eonetwork.org

EO Global Board SPOTLIGHT

Each year, EO is driven by member leaders from around the world, all of whom volunteer their time and resources to help this organization achieve excellence. At the helm of this leadership community is the EO Global Board of Directors. This year, we welcome four new faces to the Board!



Adrienne Cornelsen
EO Dallas, Director
acornelsen@insite.net



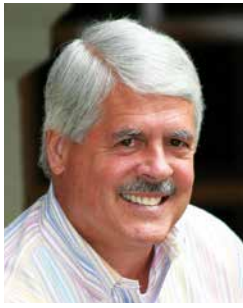
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Another Record-Setting Year for EO

It's amazing what can happen in a year. When FY2012/2013 began on 1 July, our 25th anniversary celebration was in full swing. We harked back to our founding in 1987, reflected on our significant growth and honored our impact as a global thought leader

on entrepreneurship. Near and far, we celebrated our success in transforming the lives of the entrepreneurs who transform the world, and we embraced our quarter century of organizational excellence.

A lot has happened since July. Over the course of the year, we welcomed a record nine new chapters, introduced several new learning programs and launched far-reaching initiatives designed to enhance the EO experience, among other feats. EO is now the biggest it's ever been, with more global representation than at any time in our storied history. We're supporting more entrepreneurs (9,500) in more chapters (131) and countries (40) than ever before, and we're doing it with an eye on the future. This tremendous growth is a testament to the commitment of our membership, the power of our volunteer leadership and the dedication of our global staff.

In this special issue of *Octane*, we review FY2012/2103 by spotlighting our major accomplishments, summarizing our strategic initiatives and showcasing the value we offered you on a daily basis. Here's a snapshot of some of our successes:

- » We earned the highest membership value rating in EO's history— an 8.3 (out of 10) in the All-Member Survey! We also recruited more new members than ever before (1,707), and reached 9,500 members in all
- » We excelled on the emerging programs front— the Global Student Entrepreneur Awards (GSEA) had an impressive 1,100 applications, 24 live competitions and 30 global finalists from more than 20 countries. Accelerator, meanwhile, had 323 new participants and 50 graduates this year, bringing the number of total graduates to 206

- » We launched MyEO, a dynamic initiative that lets members personalize their EO experiences through member-inspired, member-led events, Forums and groups
- » We created the EO Global Citizen of the Year Award to recognize one EO member whose innovative approach to entrepreneurship transcends borders, changes lives and sets an example for all. EO Orange County's Michael Ross was selected as the first recipient (see a special interview with Michael on page 11)

Looking back, FY2012/2013 was a year of significant accomplishment, one marked by internal and external growth; an increase in membership and regional representation; and the development of new programs, products and services geared toward your unique needs. Driven by our EO360° theme—which emphasized our support of the complete entrepreneur—we provided you with new tools and resources, hosted record-breaking events, developed new learning programs that emphasized a comprehensive look at leadership and partnered with new strategic alliances around the world. Thank you for helping us reach new heights in FY2012/2013.

As we embark on a new year together, everything we do will continue to maximize your membership value and help you get the most out of your entrepreneurial journey. With your support, we will accomplish so much more as we chart our course for the next 25 years in our exciting history.

Regards,

Bob Strade
EO Executive Director
bstrade@eonetwork.org

Looking Back at FY2012/2013



At the start of FY2012/2013, EO Global Chairman Samer Kurdi introduced EO360°, an organizational theme that defined our vision as an organization and emphasized our commitment to supporting all aspects of the entrepreneur's persona: My Business, My Family, My Community and Myself.

This global theme was born from a desire to inspire positive change, encourage greatness and drive growth in every area of your lives. In doing so, we would help you become more complete entrepreneurs, which in turn would create stronger families, healthier communities, bigger regions and a better world.

We did that and much more in FY2012/2013. **For a comprehensive look at the year and how EO360° played a major role in our initiatives, check out our Annual Review on the next page.**

EO ANNUAL REVIEW



CELEBRATING 25 YEARS OF GREATNESS

We started the year off by celebrating the second half of our 25th anniversary, an incredible milestone in our storied history. With a global theme of THRIVE, we honored our more than two decades of organizational excellence by sending special celebration kits to chapters, creating a special EO Video Wall to capture member testimonials and hosting special events, including the EO Istanbul University, which capped off our global anniversary celebration.



SUPPORTING THE COMPLETE ENTREPRENEUR

With a focus on the totality of the entrepreneur, EO introduced its ground-breaking theme for the year—EO360°—which was fueled by a commitment to supporting all aspects of the entrepreneur's persona: My Business, My Family, My Community and Myself. Throughout the year, EO360° served as a driver of our global initiatives, events and programs, encouraging members to become stronger and more engaged leaders in business and beyond.

INCREASING EO'S VALUE PROPOSITION

According to our annual All-Member Survey, we achieved quality ratings in several categories this year, many of which aligned with our EO360° theme. Specifically, "My Business" maintained a rating of 8.4 (out of 10); "My Family" jumped from a 7.6 to a 7.7; "My Community" increased from a 6.9 to a 7.0; and "Myself" skyrocketed from a 6.5 to a 7.6. We also earned the highest membership value rating in EO's history—an incredible 8.3! That speaks volumes regarding the value we provide on a daily basis.



EXTENDING OUR GLOBAL REACH

We launched nine new chapters this year—EO Turkey, EO China South, EO Nigeria, EO China East, EO Nicaragua, EO Saudi Arabia – Riyadh, EO Israel, EO Ireland and EO Pune. We also created the EO Sister Chapters program, which unites chapters in strategic partnerships designed to foster engagement; there are currently five unions. Finally, we introduced the new EO Global Citizen of the Year Award, which honors one member who is making a mark in his community, region or the world. The inaugural honor went to EO Orange County's Michael Ross for his work supporting the people of Latin America.



WELCOMING NEW STRATEGIC PARTNERSHIPS

To ensure EO continues to offer its members the best value possible, we forged key relationships with strategic alliances around the world. This year, we welcomed 10 new partners, all of which offer incredible benefits designed to support entrepreneurs in their personal and professional lives. Our new partnerships include: Microsoft; FedEx Canada; International Hotel Group (IHG); British Airways; Leela Hotels; Mercados y Tendencias (M&T); MNP; Inc. Magazine; MicroMentor (a program of Mercy Corps); and the Aspen Network of Development Entrepreneurs (a program of the Aspen Institute). To learn more, visit www.eoprivileges.com.

ENHANCING THE EO EXPERIENCE

One of our accomplishments this year was the launch of MyEO, an initiative that lets members personalize their EO experiences through member-inspired, member-led events, Forums and groups. Designed to help members maximize their membership through self-selection, this dynamic program facilitates engagement by connecting likeminded members from around the world based on their interests and passions. For more information, visit <http://myeo.eonetwork.org>.

SETTING NEW EVENT BENCHMARKS

EO raised the learning bar for another consecutive year by holding record-breaking events in all corners of the world. For example, our fourth EO24 saw 23 chapters participating; our EO Istanbul University sold out in record time; and the EO Miami University became our second-highest-rated University in EO history! What's more, we held 67 Strategy Summits and a record 13 Forum Moderator Summits, all of which contribute to the growth of our chapters and Forums.

EXCELLING IN EMERGING PROGRAMS

EO took its support of emerging entrepreneurs up a notch by enhancing its emerging programs and achieving a more global footprint. This year's Global Student Entrepreneur Awards (GSEA) had an impressive 1,100 applications (roughly 400 more than last year), 24 live competitions and 30 global finalists from more than 20 countries. And for the first time in GSEA history, the "Global Student Entrepreneur of the Year" title went to a woman entrepreneur—Chelsea Sloan, a University of Utah student and CEO of Uptown Cheapskates. Meanwhile, an impressive 323 new people participated in Accelerator this year, of which 50 graduated into EO.

COMMITTING TO LEADERSHIP GROWTH

EO increased its leadership support this year by hosting its fifth Leadership Academy, which saw 24 select members from 13 countries unite to learn and grow; enhancing its Path to Leadership process; and strengthening its Leadership Committee. EO also hosted two Global Leadership Conferences (GLC)—held in Manila, Philippines, and Panama City, Panama—which gave EO leaders the tools they need to excel in their roles. These volunteer leaders make a big mark in EO; their time alone benefits each member approximately US\$1,300 per year by keeping dues low and corporate partners engaged.

ACHIEVING NEW MEMBERSHIP MILESTONES

Throughout the year, EO focused its efforts on enhancing the EO experience and maximizing membership value. In alignment with these goals, we recruited more new members than ever before (1,707) and reached 9,500 members in all—an impressive feat as we near the 10,000-member mark! More quality members mean stronger Forums, bigger chapters, increased regional growth and more opportunities for networking and experience sharing.



EO ANNUAL REVIEW

Organizational Snapshot

(as of 30 June 2013)

MORE THAN

US\$565 BILLION

TOTAL SALES OF ALL MEMBERS WORLDWIDE

9,500

TOTAL MEMBERS WORLDWIDE

MORE THAN

2.2 MILLION

TOTAL NUMBER OF WORKERS THAT MEMBERS EMPLOY WORLDWIDE

131

TOTAL NUMBER OF CHAPTERS WORLDWIDE

40

NUMBER OF COUNTRIES WITH EO CHAPTERS

42

AVERAGE MEMBER AGE

US\$59.7 MILLION

AVERAGE MEMBER SALES

232

AVERAGE MEMBER EMPLOYEES

FY2012/2013 ORGANIZATIONAL NET REVENUE



- Member Dues: **86%**
- Grant Revenue: **4.9%**
- Interest and Other: **1.1%**
- Forum Training and Events: **6.2%**
- Contributions: **1.8%**

EXPENSES



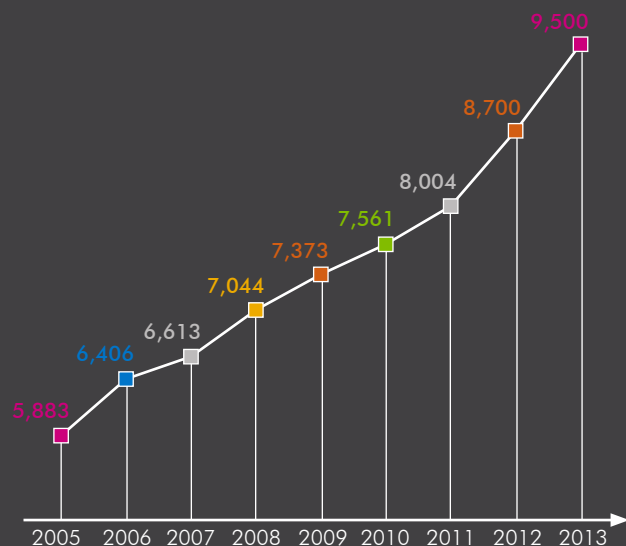
- Chapter Development: **34.5%**
- Communications: **10.8%**
- Net Conference Expense: **2.4%**
- Management and General: **10.4%**
- Global Benefits: **3.4%**
- Forum: **16.1%**
- Technology: **5.2%**
- Learning: **17.2%**

ALLOCATIONS OF MEMBERS' GLOBAL ANNUAL DUES

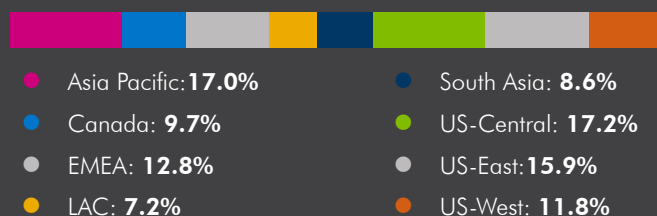


- Chapter Development: **28.4% - US\$454**
- Communications: **9.3% - US\$149**
- Management and General: **8.5% - US\$136**
- Global Benefits: **3.1% - US\$50**
- Learning: **16.9% - US\$270**
- Governance: **7.9% - US\$126**
- Technology: **4.9% - US\$79**
- Forum: **14.6% - US\$234**
- Depreciation: **4.5% - US\$72**
- Contribution to Reserve: **1.9% - US\$30**

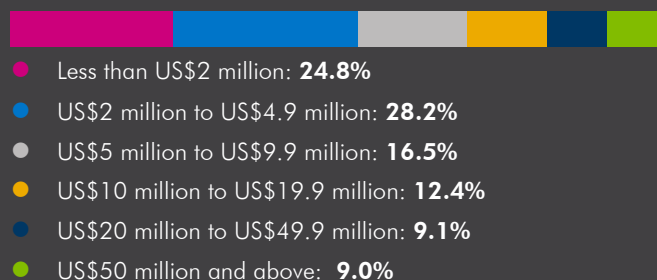
MEMBERSHIP GROWTH



MEMBERSHIP COMPOSITION BY REGION



SIZE OF CURRENT PRIMARY BUSINESS



FY2012/2013 EO ALL-MEMBER SURVEY

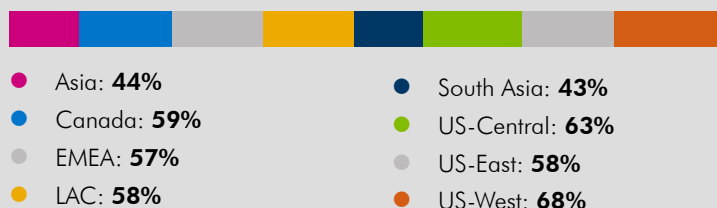


SURVEY HIGHLIGHTS

- » In all, **4,895 members** responded to this year's survey, representing **56% of the entire membership**; our responses increased from 4,572 last year, but decreased in percentage (57%)
- » The **overall value of EO** is the highest it's ever been, earning an impressive 8.3 (8.2) out of 10
- » Approximately 49% of members indicated they plan on **staying in EO indefinitely**, a testament to the value we offer members around the world
- » Now more than ever, the likelihood of members **recommending EO** to a friend or colleague is at a high point of 9.0 (8.8)
- » We're continuing to **deliver quality benefits**— the overall membership satisfaction with Global benefits is an 8.2 (8.2)
- » Overall member satisfaction with chapter benefits stayed steady at an 8.2. **Forum and chapter communications** tied for the highest rating, both earning an 8.9 (8.9 and 8.8, respectively)

MEMBER SURVEY RESPONSE BY REGION

This year's member survey was sent to all members in February 2013, and responses were collected through 28 February.



Thank you to everyone who helped make this year's survey one of our most successful to date! For more survey results, please visit

<http://eoaccess.eonetwork.org/la/myeo/resources/pages/All-Member-Survey.aspx>.

Awards & Recognition



Every year, EO recognizes and awards those members and chapters who raise the bar when it comes to learning, communications and marketing, membership growth and the Rock Star checklist. Below is a list of the award recipients for FY2012/2013. Congratulations to all who won!

LEARNING AWARDS:

- » **Best Calendar (Small):** EO U.A.E.
- » **Best Calendar (Large):** EO Hong Kong
- » **Most Creative Marketing:** EO Chennai
- » **Best Business Development Event:** EO Malaysia
- » **Best Personal Development Event:** EO Mexico City
- » **Best Social Event:** EO Malaysia
- » **Best Area Event or Tour:** EO Perth
- » **Best Joint Chapter Event:** EO South Africa – Johannesburg and EO South Africa – Cape Town
- » **Best WOW/Exclusive Access Event:** EO New Zealand

COMMUNICATIONS AND MARKETING AWARDS:

- » **Best Overall PR/Media Campaign:** Fatma Orkide Gökhan (EO Turkey)
- » **Best Social Media:** Sturdy McKee (EO San Francisco)
- » **Best Chapter Branding:** Kelly Farrell (EO Cleveland)
- » **Best Video:** Kevin Maude (EO Seattle)
- » **Best Newsletter:** Stephanie Hermawan (EO Indonesia)
- » **GCC Award for Communications Leadership:** Syed Azhar Ali Nasir (EO Karachi), Aaron Lee (EO South Florida)

MEMBERSHIP AWARDS:

- » **Bill Trimble Award for Most New Members:** EO Dallas (39)
- » **Randi Carrol Award for Best Chapter Launch:** EO Turkey
- » **Highest Percentage Growth:** EO Fort Worth (103.7%)
- » **Century Club** (awarded to all chapters hitting the 100-member milestone for the first time):
EO Brisbane (108), EO Indonesia (103), EO South Africa – Johannesburg (101), EO San Antonio (100)
- » **Half-Century Club** (awarded to all chapters hitting the 50-member milestone for the first time):
EO Fort Worth (55), EO South Africa – Cape Town (55), EO Raleigh Durham (52), EO Oklahoma (50)

OTHER AWARDS:

- » **Mark Lincoln Volunteer of the Year:** Itu Kgaboesele (EO South Africa – Johannesburg)
- » **EO Global Citizen of the Year:** Michael Ross (EO Orange County)
- » **EO Staff Member of the Year:** Nicholas Addison Thomas, EO's Director of Publications

ROCK STAR CHAPTERS

Asia Pacific:

- » EO Hong Kong*****
- » EO Indonesia***
- » EO Malaysia**
- » EO Philippines

South Asia:

- » EO Chennai
- » EO Kolkata**
- » EO Nepal****

EMEA:

- » EO Bahrain**
- » EO Karachi
- » EO Saudi Arabia – Jeddah
- » EO South Africa – Cape Town
- » EO South Africa – Johannesburg**
- » EO Switzerland – Zürich**

Canada:

- » EO Edmonton*****
- » EO Quebec
- » EO Winnipeg**

LAC:

- » EO Dominican Republic**
- » EO El Salvador***
- » EO Guadalajara
- » EO Panama**
- » EO Querétaro***

US-Central:

- » EO Columbus**
- » EO Fort Worth
- » EO Iowa***
- » EO Kansas City
- » EO Nebraska
- » EO Oklahoma***
- » EO St. Louis**

US-East:

- » EO Albany**
- » EO Birmingham**
- » EO Central Florida
- » EO Nashville***
- » EO New Jersey**
- » EO Philadelphia
- » EO Raleigh Durham***
- » EO Western New York

US-West:

- » EO Arizona
- » EO Colorado
- » EO Hawaii
- » EO San Diego
- » EO Silicon Valley
- » EO Utah***

*The asterisks denote the consecutive years a chapter has held Rock Star status.



MY WEDDING WORLD TOUR

Jason Niedle, EO Orange County

What's more powerful than entrepreneurship? Love. Two years ago, I took a break from business and married my soul mate, April, in the nearest thing to a castle we could find in California, USA. Then, a week later, we were married in a peaceful Buddhist ceremony in a small village in Thailand. Another week later, we wed in Kenya during a Maasai tribal ceremony, followed by a fourth and final ceremony on the stunning island of Santorini, Greece. Four wedding ceremonies on four continents in four weeks—we called it a “wedding world tour,” and it was the romantic adventure of a lifetime.

Intent on truly engaging different cultures, April and I decided to have wedding ceremonies that were authentic to local practices. We planned one ceremony in North America, Asia, Africa and Europe, and we had adventure after adventure. There was the fairytale wedding in our hometown; a spiritual Buddhist ceremony, where paper lanterns lit the sky; a breathtaking Kenyan ceremony, where we were adopted by Maasai, breakfasted with giraffes and I gave a dowry of cows; and a ceremony set against the island beauty of Santorini. It was a truly incredible journey, but what we didn't expect was how much we would learn along the way. Here are a few of our biggest take-aways:

Think beyond borders: We thought we had designed the most spiritual wedding that we could for our U.S. ceremony. But our Thai ceremony, which put us face to face with everyone in a small village, was spiritual in a way that we couldn't have anticipated. Stepping out of our comfort zone and engaging the world gave us incredible experiences we couldn't have imagined, and it provided the kind of perspective that will forever shape us.

The power of AND: One of the key factors in deciding to have four weddings was a realization of the limitations associated with the word “or.” When there were two appealing choices, we sought to find the “and” in order to create both. Instead of a wed-

ding here or overseas, we chose to do both. And instead of choosing between Thailand or Kenya or Greece, we again chose the “and.” Where can you replace “or” with “and” in your life in order to create more value (not just more work)?

Every journey begins with a single step: We're often asked how we planned four weddings for less than the cost of a traditional U.S. wedding ... and in just a few months, no less. The answer is simple—one small step at a time! Once we were fully committed to the idea of four weddings on four continents, we just started completing one task after another until, before we realized it, we were on the first of 14 flights around the world.

Love is a journey: In Greece, we were surprised when the Father who promised to marry us denied us a ceremony. But we were determined, so we found a beautiful church in Santorini and married ourselves outside of it. In that moment, we learned the ultimate love lesson. After all of these weddings in all of these countries, we realized that we didn't need an authority to tell us that we were married. We simply needed to choose to be married, moment by moment, day by day.

It's been two years since our wedding world tour. Looking back, the one learning that supported all of them was our deeper understanding of what commitment truly means. Whether it's four crazy weddings around the world, setting the date for our 50th anniversary party or launching a startup company, we learned that the key to creating our dreams—large and small—is simply 100-percent commitment. With true commitment, anything is possible.

Jason Niedle (pictured center, with April) is the founder and president of The 28 Page Agency, a boutique marketing communications company. Fun fact: Jason and April have nearly completed a book about their wedding world tour experiences, which is tentatively titled, Four Acts of Love. Contact Jason at jason@jasonniedle.com.

MAXIMIZING YOUR EO MEMBERSHIP

Julia Langkraehr

EO UK-London

It's rare for anyone who starts their own business to have a completely smooth ride. Ask any entrepreneur what they learn from the most and they're bound to say their mistakes. I'm no different. In the decade since I launched my retail-leasing business, I've lost it, restarted it, rebuilt it, sold it to add the right partners, expanded to Russia and Germany, and merged with my biggest competitor. The fact that I'm still working in my business is due in no small part to EO.

When I joined my chapter in 2003, I decided to give back by becoming a Membership Chair. The following year, I attended my first Global Leadership Conference (GLC). It was an incredible opportunity that I knew would help me better understand the importance of member leadership. But while I was excited to learn, I had other things on my mind. Five months earlier, I discovered that our investors' company was facing financial difficulties. We shared offices and finance departments, and there were some accounting irregularities between the two businesses. Before we knew it, the bank put us into recovery, and we had to manage both companies on a combined cash flow.

So there I was, five months later, surrounded by thriving EO leaders at GLC ... and my company was falling apart 3,663 miles away, its founder unable to pay the debts. Between breaks, I was calling my business partners and investors, trying desperately to prevent my business from going under. A few weeks later, our investors' company went into receivership, and even though our rent was paid, a bailiff locked us out of our offices. Thankfully, I managed to persuade him to let me in one last time so that I could box up important files. In that moment, I was completely lost. I had no direction, no support and seemingly no way of recovering.

Then it occurred to me—I should call my Forum, that group of likeminded peers I met with every month. I called up a Forum mate, filled him in on my situation and asked for support. Within minutes, two EOers helped me set up my business in my kitchen, where I would continue to work until I got my feet back on the ground. In the weeks that followed, and after frantic rounds of fundraising, I found two venture capitalists who believed in my business; they bought it out of receivership and started rebuilding. Thanks to my Forum, I was able to save my company.

The assistance I received from EO reinforced in me the importance of having a strong support system. I am living proof of the benefits of belonging to EO. If you ever find yourself in a sticky situation, here are three ways you can maximize your membership value:

1. Think of your Forum as family:

Your instinct might be to turn inward when things go awry, but this is the time when you need to lean on your EO peers. Your Forum, in particular, will be able to support you more than you know. For me, my Forum is like a second family full of people who are ready to share their experiences and provide alternative perspectives. Take

advantage of your Forum, especially when you feel like you have blinders on and need help solving key issues.

2. Get involved in EO leadership:

You're an important entrepreneur with little time for hobbies, friends or family ... and then somebody asks you to join a chapter board. Do it! I used to be too busy as well, and then I realized how much I could learn, and I began to engage EO on a local and regional basis. It grew my coaching, influencing and communication skills, and it also helped me build my network, which comes in handy when problems arise.

3. Leverage your skills and personality traits:

Since I joined EO, I've discovered that my peer relationships have helped me become more aware of my own strengths and weaknesses. Before EO, I was very "tell" directive, which not only caused offense but also meant people relied on me for all of their direction. Now, I am continuing to develop a more consultative, collaborative and coaching approach, which allows me to be more successful in my communication and influencing skills. This I attribute to EO.

Julia Langkraehr (pictured) is the founder of the award-winning Retail Profile Europe, which pioneered the concept of leasing modern kiosks to small retailers in the common areas of European shopping centres. Fun fact: Julia is a travel addict. She has been to 75 countries and counting! Contact Julia at jlangkraehr@gmail.com.



MAKING A GLOBAL IMPACT

Michael Ross

EO Orange County

2012 EO Global Citizen of the Year

Every day, members around the world are making a mark in their communities by leveraging their talents, time and resources. One member making a global impact is EO Orange County's **Michael Ross**, the first recipient of the EO Global Citizen of the Year Award. Michael has supported several philanthropic ventures, including financial assistance for orphanages in Latin America and the coordination of a conference on HIV/AIDS education in Panama. In this interview, Michael talks about the power of philanthropy and the role engagement plays when giving back.

How can other entrepreneurs leverage their companies to make a difference within their community?

MR: You can start with your own company by building a culture that rewards employees for giving back. It doesn't need to be complicated. Either pick a cause that speaks to your heart or consider asking your team how they would like to give back. You'll find this will inspire teamwork and empower others! Also, it's important to be aware of the needs of those around you. Don't assume you already know the answers. The hardest part is not imposing your personal bias, agenda or customs onto others. I never want to be the foreigner saying, 'This is how to fix your problem!' I want the problem identified and its solution to come from working within the local community. When people do this, they will have a sense of pride and accountability in the outcome.

You're a testament to EO's call to action to "engage the world." In your opinion, what role does engagement play in philanthropy?

MR: To borrow our Global Chairman Rosemary Tan's analogy, philanthropy is about throwing a pebble into the water and creating a powerful ripple effect. We all have the power to make a significant impact in our family, business and community. So many people think they need to form their own foundation to give back ... it's much easier than that. We simply have to decide to engage. You can start by finding an organization that's making a difference in a way that resonates most with you. You can also leverage the EO and MyEO networks, two powerful outlets for connecting to entrepreneurs who have worthy causes and need support, or who can share their experiences to help you make a mark. It all starts with engagement.

You've made a significant mark on the people of Latin America. What have your experiences taught you about the power of philanthropy?

MR: It taught me that you don't have to be a subject matter expert to make significant things happen in and beyond your community. As an entrepreneur, I'm constantly learning as I go. If I waited to plan everything, I would never get ahead. This has also been my experience in philanthropy. For example, during a trip to Panama, the president of the Panamanian psychology association asked me to find an expert on HIV/AIDS to educate the country's psychologists. There had been no resources for formal training, and it was a growing concern. I agreed to find someone and create a three-day conference. It took six months of work, but I found a Spanish-speaking expert; established sponsorships with UNICEF; and connected with the Panamanian Minister of Health to give continuing education credits to the psychologists, the University of Panama and others. I helped create the country's first international conference on HIV/AIDS, which started an important dialogue and stimulated awareness of the issue. This experience taught me that if you have a clear vision and desired outcome for giving back, you can align the right individuals and organizations, while inspiring them to help make your vision a reality.

What do you want your EO peers to take away from your experiences?

MR: When I first visited Panama, I was touched by some amazing people, all of whom wanted to give back to their community but didn't know how. They wanted to establish programs that serve as long-term solutions, and they needed help. This presented an opportunity for me to empower others to become engaged in the act of philanthropy. It's similar to how we encourage our own employees to leverage their experiences in service of our business goals.

As entrepreneurs, we can inspire others to donate their time, talents and resources. There is still a lot of work to be done to help those whom are less fortunate. I challenge each of my EO peers to think about the one thing they can do to start making an impact on others. We must lead by example in our businesses, families and communities, in order to make a lasting difference in the world. It all starts with us.

Michael Ross (pictured center) is the founder and managing partner of Altitude 7 Group, a strategic business development, marketing and consulting firm. Contact Michael at mross@A7trade.com.



Who will be the 2013 EO Global Citizen of the Year?

Send your nominations to membership@eonetworg.org!

EO around *the* World

A Mountain of Memories

Jim Benjamin

EO Cleveland

A good friend recently shared a family engagement experience with me: When his two children began their college careers, he told them that when they graduated, they could travel to any destination for one week. There was only one stipulation—he would join them, and they would engage the world together. Over the years, his children changed their ideal week a number of times, and the family enjoyed making preliminary itineraries together. It was an incredible opportunity, and one that helped the family bond well before any adventures took place.

I really liked the concept, and with two kids of my own in high school, I decided to change it from college graduation to high school graduation. I also decided to make the trip something that I would like doing, as well as something that would be life-changing, challenging and confidence-building for my children before they head off to college. My oldest, Lily, graduated from high school in June—one week later we were on our way to climb Mt. Kilimanjaro. When I first told her about our journey together, she wasn't immediately thrilled, anticipating the hard work it would take to get in the best shape of her life. But over the next few months, she became more excited and worked

hard to gain the necessary strength and endurance. While I never put pressure on her to make it to the top of the mountain, we both knew that it would be an amazing experience to accomplish the feat together.

As you can imagine, the trip was the bonding experience of a lifetime. Seven days on the mountain with no showers and long days of hiking were highlighted when we arrived at the summit at sunrise. The night was extremely cold, and we both knew that the other was enduring severe discomfort and exhaustion. However, there was never a thought that we wouldn't make it, and there was zero complaining. When we finally arrived at the 19,700-foot summit, emotions of all kinds came rushing out. It was a special moment between father and daughter, and one that can't be captured with words. I knew that my little girl was leaving the house soon, and that I may never get a chance to spend two weeks alone with her for the rest of my life. I was proud of her accomplishment, but more importantly of who she was becoming.

I haven't planned the next trip with my son, who is a few years away from graduating high school, but I plan on leaving it to his imagination. I look forward to experiencing a similar moment of magic as we engage the world, grow our love for one another and conquer new challenges together.



Do it for the Story

Scott MacDonald
EO Calgary

The summer before seventh grade, I met my best friend, Brock. We only spent the one school year together, but we managed to stay in touch over the years. We had one of those friendships built on common interests. While my goals always seemed to revolve around business, Brock's were based on adventure and travel. He had always wanted to be a member of the Royal Canadian Mounted Police (RCMP), and when he was 29 years old, he realized that dream. Sadly, three weeks after his first posting, he was killed in the worst RCMP tragedy in more than a hundred years.

Brock never did anything half-way, and he was forever inviting me on his outdoor treks. One adventure I've always regretted missing was a seven-day mountain excursion. So, when EO Nepal hosted its EO Everest Summit 2013 and offered

members the chance to see Mt. Everest up close, I jumped at the opportunity. I went not only for the experience, but in remembrance of Brock. From the beginning to the end, EO Nepal took amazing care of us as they shared their country with 225 EOers, spouses and guests. We watched the sunrise over the Himalayas; saw the Garden of Dreams; trekked the city of Bahktapur; and sampled exquisite spirits and food, all while experiencing an incredible sense of camaraderie.

The highlight of the event, however, was when EO Nepal rounded up every available helicopter in the country and took us on a high-flying tour of Mount Everest, the most majestic mountain I have ever seen. We ate breakfast, toasted champagne and regaled in the beauty. All the while, I carried an 8x10 framed photo of Brock by my side. I wanted him to experience this adventure with me. I wanted him to get as close as possible to realizing another one of his dreams.



A Little Effort Goes a Long Way

Kyle Elworthy
EO Charlotte

This June, I traveled to Tanzania on behalf of The Lunch Project (TLP), a non-profit that provides financial support for Tanzanian nutritional programs and educates U.S. children about global philanthropy. My company, Network Essentials, sponsored a lunch for a day, spending US\$90 on food to feed 900 Tanzanian schoolchildren. In return, I received a dozen photos of the kids holding a "Thank you, Network Essentials!" sign after eating lunch. I was instantly hooked on the TLP cause.


I have young kids, and I can't imagine them having to walk 10 kilometers to and from school every day, and on empty stomachs, no less. These Tanzanian children are amazing, considering

the disadvantages they face. When the opportunity to visit them presented itself, I quickly signed up. I wanted to see first-hand how people with absolutely nothing can be so incredibly happy. I followed the "Boldly Go!" core value EO embraces, and it changed my life! It was an incredible experience visiting the school that TLP sponsors, seeing how the program is run, meeting the teachers, feeding the kids, building desks and interacting with the children.

All in all, this was a once-in-a-lifetime journey. Feeling the love and gratitude from so many kids, and witnessing the direct impact of our efforts, was priceless. Since my trip to Tanzania, we've sponsored monthly lunches, purchased material for one desk a year and started a "purpose-based" networking group to support the program's efforts. I am now committed to making a difference in other people's lives, having seen how a little effort can go a long way. I am now committed to engaging the world.

How are you engaging the world? Send your stories, videos or photos to content@eonetwork.org, and we'll consider it for our EO publication!





the ART OF ENGAGING

In all corners of the world, entrepreneurs are playing an integral role in the development of communities, economies and industries. And it all starts with engagement. For **Rosemary Tan**, a member of EO Malaysia and EO's Global Chairman, the art of engaging has helped her find success and significance in business and beyond. In this featured interview, Rosemary shares the highs and lows of her entrepreneurial journey, the value of EO leadership and how through engagement, she continues to find new value in herself, her business and her life.

Your family has played—and continues to play—a major role in your life, encouraging you to get the most out of everything you do. How have they contributed to your success?

RT: I can honestly say that I would not be where I am today if it weren't for my family. I am the oldest of six siblings, and am blessed to have everyone so close by; we stay in touch regularly and meet every Sunday for a three-generation dinner. My grandma taught me how to seize every opportunity and 'taste' everything in life at least once. My dad, who was a successful entrepreneur, taught me the value of hard work and that experience is the best MBA you can get. And my mom, who's a paraplegic, taught me the power of perspective and to always lend a helping hand. I am truly blessed for the strong foundation my family has given me, as well as the many lessons they've provided over the years. My family inspires me to engage the world every day to see what it has in store.

You were forced to shut down your first business due to Malaysia's economic climate. What did this business crisis teach you early on about entrepreneurship?

RT: After earning a degree in management from Pace University and an applied science degree in interior design from the Parson's School of Design, I decided to venture into entrepreneurship. I wanted to make a mark on my own, so in 1990 I took on Crimson Rosella, a gift-trading business, with Stephen, my husband of 24 years. We supplied gift-wrapping paper and gift products to most of the major department stores in Malaysia. A few years in, Asia began experiencing a financial crisis and Malaysia's currency started to devalue significantly. All of our margins and profits were wiped out, since most of our products were imported. We didn't have enough cash flow to keep the staff and sustain the cost of running the business, so we were forced to close. This experience taught me that I can't control external conditions, and that when faced with business crises, cutting your losses is not necessarily a failure; its survival, and it gives you a chance to start over.



(Clockwise) Rosemary, with family members after her marriage to Stephen; with refugee children from Myanmar, whom she supports through her company and the Kiwanis Club of Kuala Lumpur; with Stephen in front of Mexico's Kukulkan Pyramid; and with Forum mates and family members at the LaSalle Learning Center in Penang.

In 1996, you were introduced to what was then known as YEO. What inspired you to become a member, and what were you hoping to get out of the experience?

RT: I remember like it was yesterday. I received a call from Ronnie Lin, one of EO Malaysia's founding members, who was asking me to attend a recruitment event. I had heard about their chapter learning events and Forum, and the concept of engaging local entrepreneurs intrigued me. If I had a resource like EO while I was running my first business, maybe things would have been different. I could just hear my grandma's voice in the back of my mind saying, 'Try it— you never know!' So, I gave it a shot. I really just wanted to see who this Ronnie person was, and I wound up staying the entire time, listening to members and chapter leaders talk about the value of EO. I was so moved by everyone's testimonials that I decided to seize the opportunity. I joined EO, knowing that if I didn't like it, I could always quit. Well, here I am today, on my 17th year with the organization, and it's been an incredible journey so far!

You've achieved incredible success in business and EO ... were things always so smooth?

RT: Not always. One of the hardest times in my life was in 1999/2000, when I was transitioning from my family business to establishing Palam Mesra, a niche residential property development company I started with Stephen. The work with my family no longer gave me satisfaction. What's worse, my relationship with my family and husband was at a very low point. I felt very disconnected, relationally and vocationally. I felt like I was a failure as a daughter and wife. I didn't know what to do, so I looked to religion for answers. It was then that I found my identity in Jesus Christ. I

started to embrace the fact that I am His daughter, and that I will always be loved and treasured no matter what happens. And the more I learned, the more I realized that I was wonderfully made for a purpose.

Parallel to my spiritual journey, EO really stepped up and helped me find my footing, while at the same time discover my true purpose in business. EO let me focus on something other than myself and my unhappiness for a change. I kept busy with leadership roles, and started to understand the importance of engagement; specifically, the value engaging brings to your life when you step outside of your comfort zone and explore what EO and the world has to offer. When I started to engage and focus on others, I started to find real value in myself. And I discovered that while one person can make a difference, when people who share the same commitment to change come together, so much more can be done. That encouraged me to stay active in EO and take my entrepreneurial journey to the next level.

When you think about your EO journey so far, what one experience best represents the power of engagement?

RT: Before I started Palam Mesra, I attended the EO Disney University. It was 1999, and along with 150 EOers, I learned at the hands of the Disney Institute. At one point, we were taken behind the scenes to discover how Disney leaders instilled commitment and pride among their more than 35,000 'cast members.' I learned that Disney was building a township called 'Celebration,' so I decided to check it out. I fell in love with it on the spot! The architectural concept, thoughtful planning, sustainability factors and how the streets and buildings were handicapped-friendly ... I was instantly inspired! At that moment, something clicked in my head— this is how I want to make my mark as an entrepreneur. I

had finally found my benchmark.

The township helped me identify the kind of development I wanted to build, and the kind of impact I wanted to make as a woman entrepreneur in Malaysia. It also helped shape my business vision and mission as an entrepreneur. Thanks to the University, a seed had been planted in my head about what could be ... I left the event knowing I wanted to design housing projects that were environmentally friendly, and that catered to kids, the elderly and the handicapped. My mom suffered a spinal injury when she was 16, and is wheelchair-bound, but that didn't prevent her from living a full life. As she got older, she championed on behalf of all handicapped people in Malaysia. I wanted to honor her convictions, so I applied what I had learned at the University to my first project—Mesra Terrace. While it doesn't come close to Disney quality, it set a precedent in Malaysia and really stands out!

When I look back at this EO experience, I recognize that who I am as an entrepreneur and everything I've accomplished in my industry ... none of that would have happened had I not traveled halfway around the world to attend the University. If I didn't decide to engage EO and sign up for the event, I wouldn't have found the inspiration I needed to develop my business. I wouldn't have found my focus as an entrepreneur, a focus that has helped me achieve success for more than a decade.

You've accomplished a lot since you first joined EO, electing to serve in various leadership positions along the way. How has EO leadership prepared you for your current role as Global Chairman?

RT: Looking back at my EO leadership journey—from Forum Chair and Trainer to Chapter President and Director—I have so much to be thankful for. The number of years I put in and the roles I held helped me gain organizational knowledge and historical insight, while my own member experiences helped me see things from both sides. What benefited me most was my perspective. I knew that I would only get out of EO what I put into it, so I accepted every opportunity EO gave me, and saw each of them as a chance to become a stronger, more 360° leader, entrepreneur and human being.

By serving in various chapter and Global leadership positions, I discovered so much more about myself than I anticipated. For example, I learned that even when I feel insecure, if I just put my heart into what I'm doing and try my best, I will have more capacity than I think. And I learned that walking the talk motivates others and builds trust. I also learned that my expectation for success is different from others, and that's okay. Finally, I learned that my time and effort is always worth it if what I do only impacts one person or

one Forum at a time. My EO leadership experience taught me all of this and much more, and now I get to apply my learning on a bigger scale!

Engagement has always played an important role in your life and work. Is that why you chose "Engage the World" as EO's call to action this year?

RT: Engagement is such a big part of entrepreneurship—we must constantly go out of our comfort zone to seek solutions, create relationships, explore our strengths and 'find new wings.' I wouldn't have gotten to where I am today if I didn't decide to say 'yes' to the world and make myself available to what life has to offer. By doing so, I found gems in the form of lifelong memories, experiences and friendships. I also found a support system in EO, a second home in my chapter, a blueprint for my business and a greater awareness of my community.

When we engage the world, we change how we see the world; we gain new understanding that helps us become stronger entrepreneurs. In many ways, 'Engage the World' is EO360° taken one step further; it's a chance for all of us to get more out of EO and our entrepreneurial journey, while giving back to those who will follow in our footsteps. My hope is that this call to action motivates members everywhere to step up (into leadership) and step out (beyond their Forums, chapters and regions) to take full advantage of what EO has to offer, while using EO as a platform to impact others.

When your chairmanship ends and your journey as an entrepreneur winds down, what do you hope your legacy will be?

RT: I hope that as Global Chairman, I will have helped increase the circle of influence for EO, especially when it comes to supporting the ecology of entrepreneurs. And that through our call to action, we've better engaged our extended family—former members, past leaders, our community and even YPO members—while challenging EOers to go beyond local and take advantage of our global platform to gain new perspectives and accelerate their learning and growth.

As an entrepreneur, I hope to leave this organization and a piece of the world better than I found it. I hope that by leveraging my experiences and skills, I can help others find their full potential and empower them to seize their moment. When we seize our moments, there's no telling what amazing things will happen. I seized the moment by joining EO, engaging in leadership positions and becoming Global Chairman. I'm not sure what the future has in store for me, but I'm ready to tackle it!

(Left to right) Rosemary, with her regional Forum during a forest retreat in Janda Baik, Malaysia; and during a family retreat at China's Shuhe Village.



Rosemary Tells Her Story

Want to learn more about Rosemary's journey, her business and her call to action for EOers everywhere? Watch a special Octane interview by scanning the QR code at right or visiting <http://blog.eonetwork.org/rosemary>.





FIVE Tools for Time Management

Noah B. Rosenfarb, CPA
EO South Florida

As an entrepreneur, I'm constantly looking for ways to increase my personal productivity and bring that knowledge to my clients and friends. In my work enhancing the productivity of CEOs, I've found the biggest gains can be achieved

by implementing time management systems and calendar optimizations. However, for many people, using a few of the below technology tools can free up an hour or two a week without over-committing to a structured regimen:

1. **VOICE MEMOS** – Often, between meetings—and especially on the road—I need to communicate to someone on my team, but I don't want to call them (I don't usually have the time to enter into a polite exchange). In lieu of typing a lengthy email, I use the recording option on my phone to dictate my message. When finished, I can forward that voice recording to the appropriate people.
2. **EMAIL SIGNATURES** – Anytime I see myself typing repetitive emails, I quickly copy and paste the information into a signature file. Instead of simply having my name and contact information, I include the content for my email. This works really well if you attend a trade show, cocktail party or conference, and want to send personalized and individualized emails to those you just met. It is also great if you have a process that doesn't fit into an auto-responder email series because it requires a manual trigger or special personalization.
3. **TIMETRADE.COM** – I often schedule my own phone calls, lunches and meetings via email, without the involvement of my secretary. I think it's more personal, and it helps enhance my relationships. That said, it can be a pain to go back and forth to find a time. TimeTrade.com lets me set certain times for those people who want to book an appointment with me. It looks at my calendar and offers times that work best, and then allows my guest to select what time works for them. I also use this on my website so prospects can schedule a 15-minute consultation with me without us having to first connect via email or phone.
4. **BOOMERANG** – I use my Microsoft Outlook inbox as a to-do list, so I'm always monitoring the messages that reside there. Often, I find myself keeping a message in my inbox as a reminder that I am waiting for a reply or need to follow up at a future date. Boomerang, a product by Baydin, allows me to click on a message and have it leave my inbox for a fixed amount of time. The message then returns to my inbox when I prescribe. It's been a really useful tool for following up in a methodical way.

5. **FOCUS@WILL** – Getting into "the zone" of focused concentration can take time, but this custom music app is designed to increase your attention span by up to 400 percent when working, studying, writing or reading. Research has shown that it is extremely effective for two out of three people. Use a free trial to figure out which group you're in.

Noah B. Rosenfarb (pictured) is the CEO of Freedom Advisors, where he helps successful business owners increase the value of their company, achieve financial security and maintain family harmony. Fun fact: Noah, who's traveled to more than 50 countries, experienced a day that lasted 47 hours while crossing the International Date Line. Contact Noah at noah@freedomadv.com.



EO ASKS

If you could pick any businessperson to mentor you, who would it be, and why?

"Warren Buffet. He's humble and, most importantly, demonstrates that in business—like in life—the main tool for success is common sense."

– Jose R. Acosta, EO Dominican Republic

"I would choose Walt Disney. He was a creative genius who established an entertainment empire that transformed, almost by magic, into one of the greatest business turnarounds of the 20th century. I would love to have had an open conversation with him on vision, dreams and goals."

– Randy Abramovic, EO Pittsburgh

"Anita Roddick, founder of The Body Shop. She introduced social entrepreneurship on a global scale and brought fair trade to the minds of corporations and consumers alike. I would have loved for her to mentor me in trusting my gut and building a sexy, irreverent brand that creates die-hard fans and employees."

– Susan Lindner, EO New York

"I'd say Isambard Kingdom Brunel. He was an amazing engineer who pioneered new designs in bridges, tunnels, ships and railways. I'm sure he wouldn't have been deterred by the thought of failure, and would not have taken 'no' for an answer while achieving his goals."

– Phil Cornell, EO South Australia

THE HAPPINESS FACTOR | Rob Miller EO Vancouver



Rob, playing it cool at Jarkosarlón, an iceberg factory in Iceland.

About a year into our business, my partner and I became concerned that our employees were not as happy as they could be. While we made every effort to be champions of work/life balance, it didn't seem to be enough. It turned out we were trying to achieve the wrong thing. Our focus was on balance when it should have been on work/life integration.

When you think about it, work/life balance falsely implies that "work" and "life" are completely distinct and competing concepts separated by a bright line. But we are in the service industry, and our clients rely on us to be available when they need our advice. We can't say, "Sorry, we're not available!" just because we are on the life side of the bright line. So, we aimed our efforts on achieving work/life integration instead, believing that if people really feel what they do at work is consistent with how they want to live their life, they will be happier, more engaged and profitable. Here are some steps we took that have dramatically increased work/life integration in our office:

Ensure the values align. Each year at our company retreat, we take stock of the team's personal values. Recurring themes include achieving a sense of social responsibility and being involved in the community. We then take these values, integrate them into the firm's values and ensure that all of our clients fit within our value statement. These steps led to a more engaged workforce that is fiercely loyal to our clients, which in turn means better service and more word-of-mouth referrals. A sense of shared values also means that most of our clients have become champions of our brand.

Help each other achieve goals. In our annual reviews, we openly talk to staff about their goals, what the barriers are and how we can help. We've provided loans for down payments on condos, helped staff pay off debt, subsidized education and provided flexible schedules. Once we became seen as a resource to

help staff achieve long-term goals (as opposed to an employer that is a barrier to personal success because of time demands, for example), employee loyalty skyrocketed. What's more, we've seen a greater return on staff investments than any other investment—increased loyalty and happiness means increased productivity!

Treat people like they're owners. As a business owner, it's difficult to see staff treat their job like it's just a job, instead of like it's their business. By treating our people like they're owners of the company, we help them feel like they have a stake in the enterprise. To achieve this, we implemented a firm-wide bonus if we hit certain financial targets. Each month, we have an open books meeting, where we review our financials with the team, congratulate ourselves on our successes and prepare as a group to overcome any obstacles that we're facing. These "mini-partner meetings" help people understand the whys behind our business decisions and empower them to feel like decision-makers through meaningful discussion about challenges. We've discovered that financial participation in the firm's success motivates people to work harder, and treating all staff as owners differentiates us from our competition when it comes to recruiting.

Empower, empower, empower. Nothing kills employee motivation like shooting down an idea before it begins. If we're doing a good job during the hiring process, everyone who comes in the door should be someone that we want contributing ideas. And to paraphrase author Daniel Pink: What better way to motivate someone than to unleash their creativity? We empowered staff to spend up to 10 percent of their time developing ideas to provide better service or value to our clients, free from interference from owners or managers. This spawned some of our best ideas to date, including virtual corporate record books; an online incorporation app; "Wacky Wednesdays," where we rotate office space to see the world from each other's perspective; and more. By empowering staff, our firm improves and our people stay motivated—it's a classic win-win!

Remove barriers to exit. Before we embarked on our pursuit of work/life integration, we had a terrible experience where a staff member was not happy, but for financial reasons, was afraid to leave. Because he felt trapped, he negatively affected morale and productivity, and also provided poor service to clients. To avoid a repeat, we adopted a policy of option-to-leave payments. If a staff member is unhappy, we will voluntarily pay them a set severance amount to help them transition to a new position where they will be happy. Having lived through this in the past, it's clear to me that the overall cost to us would be significantly less than the cost of enduring a negative influence in the office.

Rob Miller is the founder of Miller Titerle LLP and incorpor8.com, legal businesses that are shaking things up in the stuffy world of law. Fun fact: Rob lives on the Xanada Canada, a pleasure dome floating in the waters beside Stanley Park in Vancouver. Contact Rob at rob@millertiterle.com.



CONNECTIONS TO EXPERTS:

Creating Moments of Magic

It only takes a moment to make someone's day—to become a "Daymaker"—and leave a lasting imprint on their life. **David Wagner**, a renowned author, entrepreneur and upcoming speaker at the EO Buenos Aires University—to be held 13-17 November—knows that more than anyone, having created the Daymaking movement, which inspires people to change lives through acts of kindness. In this interview, David explains how the Daymaker concept was founded and what it takes to create positive change.

You coined the phrase "Daymaker" in 1978 after a memorable customer service experience in your salon. What kind of impact did this experience have on you?

DW: I remember it like it was yesterday. I was working in my salon when a client came in and asked to have her hair styled. As I was giving her a shampoo, I asked about her evening plans. 'I don't have anything special going on,' she told me. 'I just want to look and feel good tonight.' We talked for a half hour, laughing and joking the entire time. Before she left, she gave me a big hug. A few days later, I received a letter from her ... a letter that changed my life. This client, whom I worked on several times in the past, admitted that she planned on committing suicide that night, and that she stopped by to have her hair styled for her funeral. The wonderful time we spent together gave her hope; she decided to check herself into a hospital and seek professional help. She thanked me for caring, even though I had no idea what she was going through. She wrote: 'Thank you for being there without knowing that you were.' That was the start of my Daymaking journey.

How did you use this experience to help jump-start the Daymaking movement you've been leading for more than 30 years?

DW: When I discovered how such a small moment in time made such

a huge impact on someone's life, I committed myself to making people's days. I even put the "Daymaker" title on my business cards to serve as a reminder! And yet, while I was glad to have made a mark in my client's life, I felt an enormous sense of responsibility. What if I was upset, distracted or hurried when she came in to see me? I decided to take stock of myself as a person, and resolved to treat everyone I met going forward like I had treated that woman. I vowed to give care and attention to everyone I saw. I figured it would make their day a little better, and who knows, it might save a life!

That's what the Daymaker movement is all about—creating magical moments every chance we get. And when you lead by example, you make an even bigger difference. For example, I have 400 employees who see an average of 10 people a day, so we directly affect 4,000 people every day through our company. If we can touch each customer just once, we can inspire them to go out and touch 10 more ... that's 40,000 people in a single day and 14.6 million in a year! This is the basis of the Daymaker movement. Over the years, I've been able to use my experiences to help others create similar moments of magic in the lives of people they meet. I'll be talking more about this movement and how entrepreneurs can lead with kindness at the EO Buenos Aires University!


Looking back at everything, what kind of impact has Daymaking had on your personal and professional life?

DW: It's made a huge difference in how I live my life and run my company. I still thank my client for the gift of that letter because it changed my life as much as my kindness changed hers. It's a cycle. When you discover the difference you can make in other people's lives by simply being kind, whether it's by holding the door open for them or asking about their day, your whole approach to life shifts. When I made it a point to start treating everyone as if they needed kindness, my business, my relationships and my life got so much better. Suddenly, something I was good at became something I was called to do, and everything just seemed to open up in beautiful ways after that.

What tips can you offer our members to help them become Daymakers in business and beyond?

DW: It all starts with you. As entrepreneurs, we're in a position to change lives through leadership, and that leadership is built on self-awareness and a certainty that everyone can make a mark if they simply choose to. We already have the tools we need to become Daymakers. At the end of the day, it comes down to a decision. When you adopt a mindset of 'being' a Daymaker, the 'doing' becomes natural. You'll discover that the universe will provide an ample supply of opportunities ... you just have to seize them. When you do that, you create hope, and that hope can change people's days, weeks, months, years and lives! The simplest act of kindness can change the world. All it takes is a moment.

David Wagner (pictured) is the owner and founder of Daymaker and Juut Salonspa, as well as the author of Life as a Daymaker. Contact David at dwjoot@gmail.com.



HOW I BECAME A MULTI-TASKING MASTER

Adrian Li
EO Indonesia

I've been an EO member since 2008, and one thing I've always heard members complain about is time management. It's something we all struggle with, especially when it comes to our families, communities and personal lives. Time management is a challenge, but it is possible. In the past year, I've moved from China to Indonesia, got married, had a son, started three businesses and trained for Ironman. Throughout it all, I've stayed engaged in EO and even became more involved in my community. How did I become a multi-tasking master? It's easy—I followed these steps:

Always do what you love. As entrepreneurs, we are driven by desire and fueled by a certainty in everything we do. We excel at leveraging our talents and pushing our skills to the brink and back in order to achieve the results we seek. By creating a foundation based on passion, you'll always have a beacon to gravitate toward, even when things get tough. The key is to create reminders of the "why," so you can continue doing the "what." When I moved to Indonesia to start a company in the technology industry, I used my passion for the industry as a constant reminder to keep me going, especially when I faced unexpected challenges.

Regularly audit your schedule. I know, I know. You're a busy entrepreneur with little time for anything but your business. To become efficient at multi-tasking, it's imperative that you get in the habit of adopting a more macro look at your schedule. It's so easy to get lost in the weeds and fail to see the big picture. When I started my family, I was also focused on starting several new businesses and training for Ironman. I had to take a step back and audit my schedule, eliminating any unneeded time so that I could effectively balance my priorities. It was tough in the beginning, but the more I got into the habit of assessing my calendar, the more I found I actually had time to pursue my other passions.

Surround yourself with motivators. I could not have achieved anything this year were it not for the strong relationships

in my family, Forum, businesses and training team. For example, my wife and former EO Indonesia member, Vanessa, assisted in the logistics of my move to Indonesia and helped me embrace the new culture. She even served in a temporary HR role for my businesses while I staffed them with management teams. And my training crew never let me rest as I coursed 100 kilometers and got into optimal shape for tackling one of the world's hardest triathlons. By building a team of motivators and getting them to buy into my dreams, I felt energized every step of the way. I had a constant reminder of what I needed to do to excel.

Build a routine and stick to it. The word "sacrifice" is one that I had to get used to this year. As is the case with any endeavor, there are some things you have to put aside so that you can focus on the bigger picture. A routine wasn't one of them. Whether I was training for Ironman, raising my son or guiding three businesses, everything was driven by a strict routine. And that routine had to be followed every single day, no excuses, until it became a habit. At work, we incorporated Verne Harnish's daily huddles to ensure daily focus and alignment. At home, I used an app called "Way of Life," which outlined my daily tasks. Finally, I practiced "persistence, not perfection," reminding myself to stay committed.

As an entrepreneur, it's in my nature to bite off more than I can chew. While that has proved difficult in the past, it has always pushed me to find new ways to learn, grow and realize my goals. By adopting the above approaches, I've not only been able to push my boundaries of potential, but I've learned to live more in the moment, embrace my success, explore new opportunities and enjoy everything that comes along with being an entrepreneur.

Adrian Li (pictured with Vanessa) is the managing partner of Imaginato, a web and mobile technology accelerator, and the co-founder of Qraved.com, a smart, social restaurant directory. Fun fact: Adrian proposed to Vanessa after they completed a Hong Kong marathon together. Contact Adrian at adrianmli@gmail.com.



Yes, Let's

Eitan Chitayat, EO Israel

Let's talk about what that little apostrophe represents. It stands for the letter "u." I'm sure you know that already, but I'd like to emphasize the point. "Yes, let's" is "Yes, let us." Suddenly, the words have more power, don't they? They're an agreement. A commitment. A promise. They're a bond. "Yes, let's" is about doing things together. Collaborating. Uniting ideas. Pinging and ponging with sweat and persistence, and just maybe, realizing dreams through the power of togetherness. "Yes, let's" is a positive call to action to get stuff done.

Those words mean a lot to me. In my company, we use business cards that feature different phrases that speak to the way we work. The "Yes, let's" card is one of my favorites because it sums up how I like to work with clients. As the founder and creative director of an international boutique creative agency, it's important my clients understand that, to us, they're not merely customers. We see them as partners, with all that implies. We're invested in their business, we share their goals and we want them to meet their objectives by doing great stuff.

I worked in the U.S. advertising industry for more than 15 years, where I helped manage some of the world's top brands. After getting to know influential clients like Apple, Google and Volkswagen from the inside out, I learned the value of working with them, not just for them. The idea wasn't ever to provide a quick service for an equally quick buck, but to develop a rapport and deliver ongoing creative solutions we'd imagine and execute together. In other words, a relationship. An "us."

I try to instill an "us" approach in my own agency today, whether it's with my employees, vendors or clients. I choose my clients carefully and aim for a fit characterized by synergy and mutual respect. We're not here to serve blindly and say, "Whatever you want!" 24 hours a day. Sure, we serve our clients, but we're

about a lot more than that. More than anything, we're about the end product, because that's what the consumer sees—the face a company presents to the world. I'm in the business of creating identities and messages that come from a place of truth and care, so I try to protect a client's brand at all costs. That's what I get paid to do—to care. And how can I care if there's no "us"?

So, "Yes, let's" is my proposal. My commitment. My handshake. My let's-create-amazing-things-together. This attitude goes far beyond my agency and the world of branding. It's a productive approach to any business relationship, whether it's business to business (B2B) or business to consumer (B2C). In B2C these days, with the breaking down of traditional walls and the impact social media is having on how businesses engage with their customers, "Yes, let's" is a must. Gone are the days when a company controls the conversation. Today's businesses have to know how to listen and talk if they hope to have a chance of forging an emotional bond with their customers. And if a brand can't do that, those customers will find one that can.

Frankly, "Yes, let's" is not the easiest way to work. It takes a willingness to cede a little control from both sides. It demands that we all keep an open mind and don't get overly attached to our own way of looking at things. Like with any successful relationship, I think we're all aware of how powerful that mindset can be. And while it's not a guarantee of greatness, to me it's a prerequisite. So anytime I'm asked to work on a project that's challenging but offers me a chance to work with people who are open to collaboration, take a wild guess at what my answer is. I'm guessing you probably know.

Eitan Chitayat (pictured) is the founder and executive creative director of Natie.com, an international branding and communications agency. Fun fact: In addition to a pretty unique lifestyle, Eitan also has a decidedly unique accent. Contact Eitan at eitan@natie.com.

Mike Maddock is an inventor, author and keynote speaker, who loves to solve problems with disruptive ideas. This passion for problem solving led Mike to establish Maddock Douglas, Inc. in 1991, an innovation agency that helps leading corporations invent and launch new products, services and business models.

1 What is your greatest EO experience to date?

"For me, being involved with the Entrepreneurial Masters Program (EMP) and helping establish and chairing 'Gathering of Titans,' has been an amazing learning experience. It's an honor to be on a collective journey with an insanely diverse group of spirited entrepreneurs who are busy changing the world."

2 What event in your life helped define you as a person?

"My great-grandmother lived an inspiring 104 years. During family events, she would put me on her lap and whisper, 'You've got it kid. God gave you amazing talent ... you're going to change the world.' Since her husband was a very successful writer, artist and promotions executive, I figured she had an eye for talent, so I believed her."

3 What event in your life helped define you as an entrepreneur?

"About 10 years ago, my business was going through a very rough patch, and I was feeling completely worn out. Right on time, I received an email from a Forum mate letting me know he was concerned and ready to help. I accepted his offer, and four hours later I was surrounded by 10 EOers who were eager to support me. That evening was humbling and empowering, and it made me understand that helping other entrepreneurs is both a blessing and a privilege."

4 If you could be mentored by any businessperson (dead or alive), who would it be, and why?

"I'd love to learn from Richard Branson. He strikes me as a genuine person and an 'Idea Monkey' who has figured out how to consistently surround himself with excellent ringleaders. He's found Yins for his Yang."

5 What was the last business book you read?

"I just read *The Pumpkin Plan* by EO New Jersey member Mike Michalowicz. Mike has created a list of practices about how successful entrepreneurs focus on, and nurture, a select few ideas."

6 What's the scariest thing you've faced in business?

"Telling someone I really, really cared about that I had to let them go. Regardless of the reason, it's always heartbreaking for me."

7 How many businesses do you have, and how would you describe them?

"I am a partner in three businesses: Maddock Douglas invents new products, services and business models for Fortune 1000 companies; McGuffin Creative Group creates marketing and communications programs for service-driven companies; and Ringleader Ventures helps early stage entrepreneurs develop and fund their offerings, and then matches them with large companies who desperately need what they have to offer."

8 What's the most challenging and rewarding aspect of your industry?

"The most challenging aspect is creating, recreating and



Mike Maddock, EO Chicago
CEO of Maddock Douglas, Inc.
EO member since 2000

protecting a unique and valuable position in the market. The most rewarding? I love to inspire and empower curiosity. Helping our customers, friends and partners strike the right balance between creativity and discipline is my superhero power."

9 How, exactly, can entrepreneurs achieve balance between a disciplined process and creative thinking?

"I actually wrote a book on the topic, called *Free the Idea Monkey*, which teaches entrepreneurs how to focus on what matters most. Some keys are to find a partner who keeps you in balance; focus on large customer needs first, ideas second; and learn how to fail forward with as much speed and little risk as possible."

10 In your opinion, how will entrepreneurship continue to impact the world?

"Wherever there is great and positive change, there is an entrepreneurial mindset at work. I trust entrepreneurs to continue to take on the world's toughest challenges and create unexpected ideas that make my kids' lives better."

10 Lessons in 9 Lead-Generating



Eric Keiles
EO Philadelphia

"A consistent, inbound lead-generating marketing program is the 'holy grail' for business owners, CEOs and marketing professionals."

This age-old marketing mantra is one I've heard countless times from business owners. As the owner of an inbound marketing firm, I've lived this creed and learned the importance behind its message by constantly perfecting our methodology. It doesn't happen overnight, but when a marketing program generates so many leads that the sales team can't keep up, it's no longer just a "program." It turns into what I call a Marketing Machine™.

In the past 11 years, my team and I have helped transform hundreds of companies with our inbound marketing methodology. Along the way, we came across some invaluable lessons learned. Here are 10 that can help you in your inbound marketing efforts:

1. **Marketing Strategy:** Every successful inbound marketing program starts with a strong strategic foundation. This means you need detailed buyer personas, targeted messaging, key performance indicators (KPIs) and remarkable differentiation from the get-go if you want to lay a powerful marketing foundation.
2. **Website Design:** A website must connect on an emotional level with prospects, and do so quickly. You have three seconds to jolt visitors' emotions and grab their interest before they hit the "back" button. Let's just say I've learned to give up the stock chess piece and mountain climber photos when it comes to website design.
3. **Blogging:** Blogging gives businesses an opportunity for thought leadership. Countless clients have told me that "the blog is what sets your company apart from the competition." By regularly sharing informative and relevant content with your audience, you instill the invaluable sense of trust that is the basis for every successful relationship. Plus, it works like gangbusters for search engine optimization (SEO).
4. **Webinars:** This is your chance to connect directly with prospects on a human level. Try to keep it educational and informative. I've found that including a client in your presentation helps stave off any "sales pitch" feel, and gives your prospects a real person with whom to identify. Have them share their situation, their challenges and how you helped them.
5. **Content Creation:** The most successful content marketing is diversified across platforms— videos, ebooks, infographics, podcasts, etc. When brainstorming content ideas, I always start with my prospects' most common pains. If you're an IT-consulting company and you know

your prospects are struggling to understand how "the cloud" impacts IT infrastructure, create a whitepaper; i.e., "10 Ways Small Businesses Leverage the Cloud."

6. **Source Content:** Put your content where your prospects are— blogs, email lists, trade sites and social platforms. I've seen remarkable success sourcing content through LinkedIn. With thousands of groups out there, your prospects are likely members of a few. Sharing content with these groups delivers it to thousands of prospects with a single click.
7. **SEO:** Quality content is useless if it's not search engine optimized. That said, we have a saying in my business: "Write for your audience, not for your search engine." Integrating keyword research is crucial here. We get to know what terms our prospects are searching for online, which are often different than what we initially think.
8. **Social Media:** Don't "just post." Start a conversation, educate and engage. Remember, you're writing to and for people. I've also found it important to target your social presence to only the most relevant platforms. For example, B2B businesses thrive on LinkedIn, Twitter and YouTube. Google+ is also proving competitive. For B2C businesses, Facebook and Twitter are the basics, with YouTube and Pinterest adding social lubricant.
9. **Video Marketing:** Most people are visual learners, so video makes up about half the content we create for our clients. This includes genuine client testimonials and short videos with helpful advice. Don't forget to tag and post your videos everywhere, including YouTube, your website, email campaigns, social media and as sales support tools.
10. **Lead Nurturing:** A "lead" does not equal "sales opportunity." That conversion doesn't happen until a client knows, likes and trusts your company. Lead nurturing is all about the ongoing sharing of educational content with your prospects to guide them through your marketing funnel (which also helps shorten the sales cycle).

I get asked all the time about inbound marketing's secret formulas and magic solutions. To be honest, there are none. There is, however, a commitment to "strategy before tactics" that is required to construct an effective Marketing Machine. Take it from someone who's tried everything— once you integrate these 10 tactics, you'll be on your way to reaching a new level of leadership.

Eric Keiles is the chief marketing officer of Square 2 Marketing, an EO speaker and the co-author of two books, including Reality Marketing Revolution and Fire Your Sales Team Today. Fun fact: Eric is a five-time entrepreneur whose current firm coined the phrase "reality marketing." Contact Eric at eric@square2marketing.com.

Keep Your Competitive Edge through IT Solutions

By **FedEx**, an EO partner

For a competitive edge, entrepreneurs are increasingly turning to information technology (IT) solutions. In fact, a recent *Forbes* study claimed that “the 85 percent of small businesses that are planning to increase their technology investments are more likely to anticipate higher revenue.” You might feel like you can’t afford to implement all of the IT solutions on your wish list, but one thing is certain: You can’t afford to invest in nothing. Here are some IT tactics that can help your business:

Go Mobile: Every day, more consumers are shopping online through their mobile devices. According to cnet.com, shoppers in the U.S. who use smartphones and tablets made roughly US\$25 billion in purchases in 2012, up 81 percent from 2011. One way to make sure your company is capable of competing online is by focusing on the mobile space. Try these ideas for doing just that:

- » Your company website should be easy to view on desktop computers and smartphones. Try developing a “mobile-only” version, which might have less functionality, but still enables mobile users to interact with you.
- » In addition, you might consider developing your own mobile app that customers can download in order to contact you and place orders.

Consider Web Teleconferencing: Ensuring an easy and pleasant customer service experience is imperative for any growing small business.



You probably already have the “basic” IT solutions in place, like your website, email system and e-commerce capabilities, which allow customers to make online purchases. But there’s one technology that can greatly expand your capabilities— Web teleconferencing. This tool enables you to talk to customers, employees and vendors in real time and in distant locations. You can find Web-based services for video and voice connections without buying any special equipment or paying exorbitant phone fees.

Explore the Analytics: When you can anticipate your customers’ needs and meet them efficiently, you become a trusted resource. One way to accomplish this is by employing an IT solution like Google Analytics, which lets you collect and analyze customer data. With this knowledge, you can understand your customers’ buying habits and make more accurate forecasts. In addition, you can target your marketing more effectively, speaking directly to your customers’ needs. For example, if someone only spends money on your service or product twice a year, you can develop marketing materials to reach them one month before they normally contact you, perhaps with a savings offer for being a loyal customer.

Regardless of how many virtual bells and whistles you implement for your business, it all comes down to your customers. So if you adopt the right IT solutions that help them better find you and get what they need, you’re off to a good start. For more IT ideas and solutions that can help take your business to the next level, contact the FedEx Small Business Center at www.fedex.com/smallbusiness.

EO's alliance with FedEx provides EO members in the U.S., Canada and Mexico with valuable discounts on shipping services. For more information, visit www.eoprivileges.com or contact benefits@eonetwork.org.

Build a Better Business— Apply for the EMP!

You’ve heard about it in your Forum, from your EO peers and even from those within your industry— the Entrepreneurial Masters Program (EMP) is EO’s preeminent executive education-style learning experience designed to get you to the next level in your business.

Applications for the Class of 2016 will be available on 16 October 2013. For more information, or to receive an application when it becomes available, please email Leslie Baum, EO’s Senior Director of Global Learning, at lbaum@eonetwork.org.

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PROGRAM

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Leveraging Young Entrepreneurs for Global Growth



From 15-17 June, former EO Global Chairman and EO Louisiana member Kevin Langley—along with select EO leaders, GSEA winners and Accelerator champions from several G20 countries—engaged the world as delegates of the G20 Young Entrepreneurs' Alliance Summit in Moscow, Russia. The Summit saw more than 400 entrepreneurs identify how government and business communities can best harness young entrepreneurs

as drivers of job creation, innovation, economic growth and competitiveness. The official communiqué of the Summit is the voice of more than one million business owners, all of whom are recommending youth entrepreneurship as a dominating force for strong, sustainable and balanced growth. Get engaged by contacting Kevin Langley at email@kevinlangley.com.

Seeking Mentorship for Global Market Success

In 2009, EO Toronto's Rob French (pictured right) was looking to expand his brand of premium fashion care laundry products into global markets, but he needed a strong marketing plan. During this time, chapter mate Jeff Lem and Dr. Eileen Fischer, director of entrepreneurial studies at the Schulich School of Business, were developing a credit course called the Applied Entrepreneurship Field Study. This course was designed to match qualified EO member companies with fourth-year BBA students to study everything from competitive analysis to identifying merger and acquisition targets.

When the program was announced, Rob filled out an application and kicked off a relationship with two students, who helped him develop a plan to launch his products into U.S. markets. Rob credits the students with identifying key opportunities that he may have overlooked. Since its launch, the program has helped roughly 30 EO member companies, and is setting the stage for future mentorship opportunities. For tips on how you can leverage bright young minds at your local business school, please contact Jeff Lem at jlem@qdata.com.



NEW MEMBER SPOTLIGHT



Kate McCue
EO Connecticut
Executive Vice President of
McCue Mortgage
Joined EO in April 2013

What are you hoping EO can add to your entrepreneurial experience?

KM: I'm excited about the opportunity to interact, share and grow with other EO members outside of my industry and work environment. It's encouraging to be part of a supportive group that shares their real-life situations!

What are you most proud of as a business owner?

KM: The tradition of my family's business as a third-generation owner! Our company has persevered because of a strong tradition and continuous teamwork from staff whom I consider family.

What's something people would be surprised to learn about the mortgage industry?

KM: Mortgage interest rates are still great! Although rates have ticked up recently, the cost of borrowing is still incredibly low. The current generation doesn't realize how good they have it; just ask a baby boomer what their rate was!

What would you be doing if you weren't an entrepreneur?

KM: Four years ago, I started a volunteer-maintained rose garden to contribute to the beauty of my hometown, and it's been one of the most amazing experiences of my life! I'd be there every day if I could. I would also try to find more similar causes to dedicate myself.

Years from now, when you look back at your entrepreneurial journey, what do you want to remember?

KM: The people who got me here and the challenges we've overcome; more importantly, the awesome celebrations of our successes!

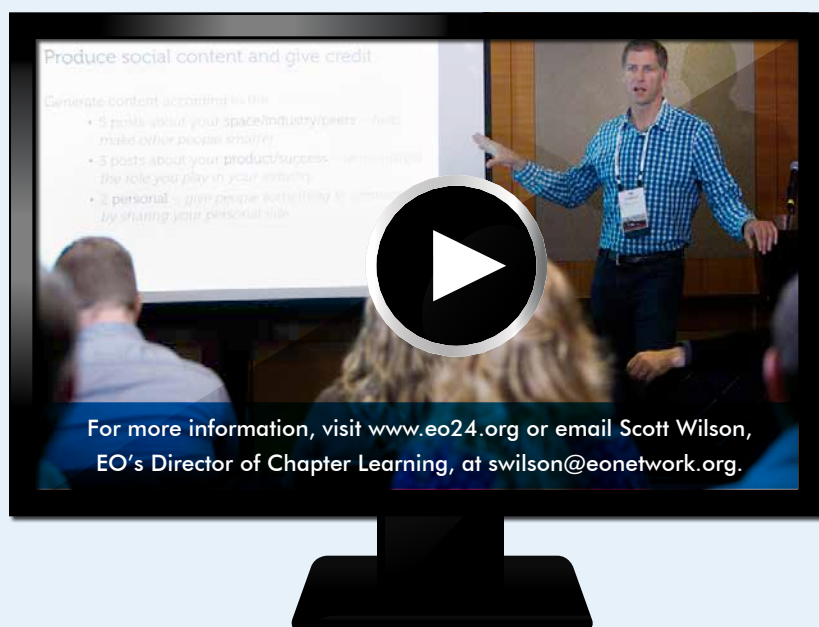
Know a new EO member? Send their name and email to octane@eonetwork.org, and we'll consider them for our next "New Member Spotlight."

EO24

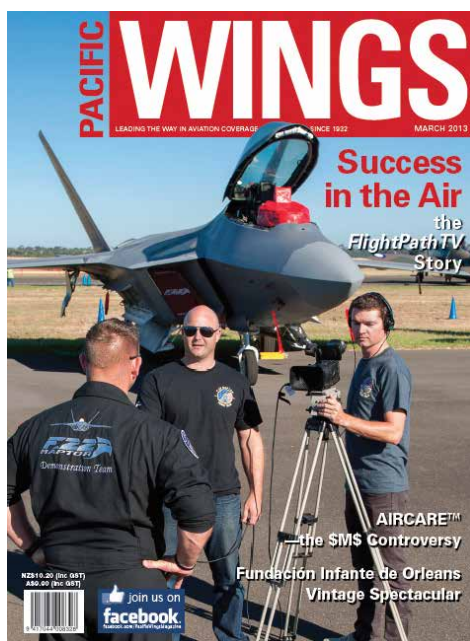
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Want to share your wisdom to inform and inspire your global peers?

Broadcast your November learning event as part of our EO24 live stream on 21 November! EO24 is an online movement of knowledge sharing designed to raise the profile of entrepreneurial influence around the world in a 24-hour period.



For more information, visit www.eo24.org or email Scott Wilson, EO's Director of Chapter Learning, at swilson@eonetwork.org.



EO New Zealand Member Flies High in Piloting Competitions

EO New Zealand member Fletcher McKenzie (pictured center), flying for the first time in a precision-flying and target-bombing competition, won his first regional event at the New Zealand National Flying Competition. Fletcher was also recently featured on the front cover of *Pacific Wings Magazine*, where he talked about FlightPathTV, his television show on the Discovery Channel.



EO Singapore Member Hits the Airwaves

EO Singapore's Arvind Agarwalla, founder of FACT Software International, was recently interviewed on 938 Live Radio's "Breakfast Club," a local radio broadcast. Arvind talked about the power of entrepreneurship and the role EO is playing in his entrepreneurial journey.

EO Columbus Member Named an Ernst & Young Finalist

Kristen Harris, an EO Columbus member and owner of Portfolio Creative, was named as a finalist for the Ernst & Young Entrepreneur of the Year Awards. The award honors high-growth business owners who demonstrate extraordinary success in such areas as innovation, financial performance, and community outreach and support.



EO UK-London Member Publishes First Book

EO UK-London's Richard Guyver—founder of The Diabetes and Dentistry Organisation and The Dental Medicine Academy—recently published his first book, *Live another 4,006 Days: The Ultimate Guide to Dental Medicine*, which explores the link between oral health and general health.

EO Cleveland Member Honored for Mentorship

Lynlee Altman, an EO Cleveland member and owner of Pinnacle Construction & Development Group, was recently honored by the Small Business Administration as her region's "Women in Business Champion of the Year." The prestigious award recognizes Lynlee's regulatory advocacy and mentoring of women in business.



EO Turkey Member Talks Angel Investing

Omer Akarca, an EO Turkey member and general manager of Akarca Ciftligi Ltd., was recently interviewed by *Sabah*, a national newspaper, where he talked about angel investing and the growth of entrepreneurship in Turkey. Omer also addressed Turkey's booming investment sectors and the differences between local and global entrepreneurship.

GLOBAL LEARNING CALENDAR

NOVEMBER 2013



13-17 | EO BUENOS AIRES UNIVERSITY

Buenos Aires, Argentina
Join the waitlist!

DECEMBER 2013



8-11 | EO LEADERSHIP ACADEMY

Washington, D.C., USA

MARCH 2014



19-23 | EO PENANG UNIVERSITY

Penang, Malaysia
Registration opens 26 September 2013

MAY 2014



7-9 | EO GLOBAL LEADERSHIP CONFERENCE

Athens, Greece



28 MAY-1 JUNE | EO ENTREPRENEURIAL MASTERS PROGRAM, CLASS OF 2016, YEAR 1

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Applications will be available 16 October 2013

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

Want to register for upcoming MyEO and regional events?

Expand your EO learning by attending one of the below events:

- » **EO Thrive** – Columbus, Ohio, USA; 15-17 October 2013
- » **EO Alchemy** – San Francisco, California, USA; 16-20 October 2013
- » **MyEO - EO Tour De Malaysia** – Malaysia; 31 October – 2 November 2013
- » **EO Ignite: South Pacific Area Event** – Sydney, Australia; 14-16 November 2013
- » **MyEO - 2nd EO Asia Golf Challenge** – Hong Kong, China; 26-28 November 2013
- » **MyEO - EO Mount Pulag Expedition 2013** – Mount Pulag, Philippines; 30 November – 5 December 2013
- » **RIE** – Kolkata, India; 9-11 January 2014
- » **Roundup** – New Orleans, Louisiana, USA; 5-9 March 2014
- » **E3: Experience the Entrepreneur Energy** – Mexico City, Mexico; 26-29 March 2014
- » **One Canada** – Toronto, Canada; 4-6 June 2014
- » **EO Unlimited** – London, England; 5-7 June 2014
- » **EO NERVE** – Philadelphia, Pennsylvania, USA; 10-14 June 2014

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



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