“Despite the bad economy, there are a lot of online resources that can help you set your business up for success.”

MICHAEL CONWAY EO UK-LONDON
“ONLINE TOOLS FOR BETTER BUSINESS”
PG. 13
“The essence behind guerrilla marketing is using time, energy and imagination—rather than money—to generate interest in your business.”

FIVE GUERRILLA MARKETING SECRETS
MICHAEL TASNER
EO WESTERN NEW YORK
PG. 11

To access Oceana’s archive, scan this code using your smartphone’s barcode reader app, or visit knowledge@octane.org.
GLOBAL CHAIRMAN’S LETTER

Accelerating Your Growth

When I started my restaurant business 17 years ago, my main goal was to become the best entrepreneur I could possibly be.

Like all budding business owners, I had a lot to learn after making the leap from concept to company. Though I faced my share of uncertainty, I was convinced of three things: 1) you need to take care of your people; 2) you have to keep learning; and 3) growth is critical to realizing your goals. If I wanted to build a thriving company, I had to strengthen the one person most integral to my success: me. I had to challenge myself at every stop, learn from my failures and take advantage of every opportunity I was given. Sound familiar?

Through this commitment to growth, my partners and I created a company based on people, learning and high performance. Looking back, I owe a ton of my success as a leader to the EO experience I received. I learned how to leverage my skills to the benefit of my company, community and family. EO helped me build equity in myself, and as a result, I discovered new and exciting ways to keep this concept of growth through learning integral to the EO member, and it’s the crux of our mission this fiscal year.

Under the theme of “Building the Better Entrepreneur,” we will build on the success of FY2009/2010 by providing our members with tools designed to encourage personal and professional development. Specifically, we will fine-tune the organization’s fundamentals and maximize the member experience through new learning programs, advancements to Forum, regional autonomy and the continued delivery of experience-sharing vehicles like Octane. This year, it’s all about helping members get the most value possible on their path to becoming a better, more complete entrepreneur. With our energies focused on self-improvement by way of organizational improvement, EO will make great strides in strengthening the entrepreneurial community and those who lead it.

Our success this past year is a testament to our progress as a pioneer in the world of business. By hosting highly rated learning events, partnering with key alliances that provide substantial benefits to members and enhancing regional leadership, we were able to further position ourselves as an elite community of entrepreneurs. To update you on where we stand as an organization, we’ve published our FY2009/2010 Annual Review in this issue of Octane. To fully realize our strategic efforts, we must continue to be transparent regarding our financial, member and regional health. This Review will recap our major accomplishments last year, while also highlighting the changes EO made to secure a united global presence.

As you pursue avenues of better business this year, know that EO will be here to help you accelerate your growth as an entrepreneur. Your development is central to our mission, because the stronger you get, the stronger this organization becomes. In closing, I’d like to thank Matt Stewart and the outgoing Global Board leaders for directing EO toward a promising FY2010/2011.

Building the better entrepreneur with you,

Michael Caito
EO Global Chairman

The Power of Change

In business, as in life, there is one true constant—change. Some people accept change without question, while others work hard to avoid it. Still others enjoy the dare in facing new variances and approach change as a springboard to greatness. Every EO member took a chance on change at the start of his or her career, and it produced a level of success attained by few. We’re taking a page out of your playbook.

EO24
Join the Global Learning Wave

On 18 November, EO chapters around the world will hold entrepreneurial events to help drive economic growth in 38 countries. To sign your chapter up, visit www.eonetwork.org/EO24.

Looking Back at FY2009/2010

A lot can happen in a year. Economies strengthen and weaken, technology trends come and go, and changes in industry produce challenges that test the durability of the entrepreneur. As an organization, we’re immune to these changes. Together, however, we can rise above the difficulties and achieve new levels of success. In FY2009/2010, that’s exactly what we did.

This past year, we maintained our growth as a leading organization while improving on many levels. In fact, we set new benchmarks for communications, membership, learning, Forum and events, all while servicing the unique needs of our membership. To recap this success and provide an understanding of our initiatives, we’ve published our Annual Review. As we continue to work toward new measures of excellence this fiscal year, it’s imperative that we not overlook last year’s accomplishments. From record-breaking event attendance to new partnerships, EO excelled through a strategic and united front. We will continue to leverage challenges of FY2010/2011, and use our experiences as tools to help us build the better entrepreneur.
**FY2009/2010 ANNUAL REVIEW**

**Increase in Regional Autonomy**
In response to members’ requests for more regional autonomy, EO established Regional Councils. These Councils allow the regions to figure out the best way to develop their region, and provide more authority, resources and budget. These Councils will ensure that the needs of chapters and regions are met. EO also developed Chapter Agreements, which establishes transparency between local chapters and Global; monitors the health of the organization from the ground up; and protects the EO brand. Both Regional Councils and Charter Agreements will ensure that every member has access to a strong and fulfilling EO experience.

**New EO Strategic Partners**
Throughout the year, EO makes it a point to seek partnerships with organizations that offer members the tools they need to learn and grow. This year, EO aligned with the following partners: British Airways, MAP Silt, and Standard Chartered Private Bank. Each alliance offers EO-only benefits that will help members save money and time, strengthen their businesses and accomplish their goals.

To learn more about these and other EO partners, visit [https://resources.eonetwork.org/partners](https://resources.eonetwork.org/partners).

**EO Creates EOnjected**
To better meet the needs of specific member segments, EO launched EOnjected, a Forum and event program designed to provide enhanced value to long-term members and members with large companies. Through EOnjected, members meet quarterly for an intensive, all-day meeting that includes traditional forum presentations and facilitated discussion exploring the five EOnjected pillars: Strategy, People, Finance, Execution, and Me. Each individual entrepreneur, To learn more, contact [eoinjected@eonetwork.org](mailto:eoinjected@eonetwork.org).

**Growth of Emerging Programs**
The 2009 Global Student Entrepreneur Awards (GSEA) final competition attracted 1,500 collegians from 300+ universities and colleges in 11 countries—the highest attendance ever! Meanwhile, the Accelerator program expanded to three countries, 20 cities and 375+ participants. The program engaged more than 500 EOers as mentors, speakers and supporters, and has seen 40 graduates enter EO.

**EO Awards and Recognition**
Each year, EO global recognizes those chapters who go above and beyond when it comes to learning, membership growth and the Rock Star Chapel. The EO2010 Awards and Recognition program is a testament to the power of this organization, as well as its impact on the local, regional, national and beyond when it comes to learning, membership growth and the Rock Star Chapel.

**New Membership Milestone**
EO announced that it proudly supports more than 7,500 members, the most in the organization’s history. This increase in membership is a testament to the power of this organization, as well as its impact on the local, regional, national and beyond when it comes to learning, membership growth and the Rock Star Chapel.

EO couldn’t have done it without you!

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**EO Events Raise the Learning Bar**
It was an exciting year for EO’s learning and events teams, with numerous Global and regional events being held around the world. The following events raised the EO learning bar: EO Canadian Conference, EO LAC Conference, EO Saudi Arabia College, EO Barcelona University, EO California University, 2010 Entrepreneurial Masters Program (EMP), ECO24, EO Leadership Academy and the EO/Bell Leadership Institute. To see a calendar of this year’s events, visit [http://events.eonetwork.org](http://events.eonetwork.org).

**Increase in Regional Learning**
Whether it was in India at the Regional Integration Event, in US Central at the EO Texas Round Up or at the Asia Bridge Campus in Thailand, member leaders gave back to their peers by bringing impactful learning closer to their communities at an affordable price. These and other regional multi-chapter events afforded members new and innovative ways to learn, while emphasizing the unique cultures of EO’s growing communities. The Global Board will continue to back these regional events with more financial and staff resources.

**EO Strategic Plan Revisions**
For the first time ever, the Global Board, global Committee Chairs, Regional Directors and the senior professional staff worked in unison to update EO’s Three-Year Strategic Plan. The goal was to help the organization focus its desired success by focusing on the 10 imperatives listed in the Board-approved plan. These imperatives serve as filters to ensure that the organization is on track with its goals, and creating value on a chapter, regional and global level. To see the updated plan, visit [https://resources.eonetwork.org/leadershipnews/LetterfromtheChairman/Documents/EO%20Three-Year%20Strategic%20Plan-FINAL.pdf](https://resources.eonetwork.org/leadershipnews/LetterfromtheChairman/Documents/EO%20Three-Year%20Strategic%20Plan-FINAL.pdf).

**Global Entrepreneur Indicator Launched**
To increase EO awareness in your community, EO launched its first-ever Global Entrepreneur Indicator, a quarterly tracking report that gathered information related to members’ entrepreneurial activity and pushed that information to both the global media and your market’s local press. This comprehensive survey offered insights into the progress and growth of members, members’ companies and various industries around the world. For more information, visit [www.entrepreneurindicator.com](http://www.entrepreneurindicator.com).

**GlCs in the Record Books**
For the third straight year, EO accomplished a learning feat with two highly attended Global Leadership Conferences (GLCs). The GLCs were held in New Orleans, Louisiana, USA, and Hong Kong, China, from 6 May and 20-21 May, respectively. Not only were these the highest-rated GLCs ever, they attracted a record-breaking 807 members! All member leaders in attendance were afforded opportunities to engage leadership experts, network with their peers and learn how to lead and grow their chapters.

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**2009 Regional Integration Event, India**
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MEMBERSHIP COMPOSITION BY REGION

- Asia: 24% 1,799
- Canada: 10% 760
- EMEA: 11% 819
- LAC: 7% 546
- US: 48% 3,637

MEMBERSHIP GROWTH

- US$1.19 million: 25%
- US$2.4 million: 30%
- US$5.9 million: 17%
- US$10-19.9 million: 12%
- US$20-49.9 million: 8%
- US$50+ million: 8%

FY2009/2010 ORGANIZATIONAL NET REVENUE

- Membership Dues: 32%
- Grant Revenue: 4%
- Interest and Other: 2%
- Forum Training and Events: 2%

MEMBER SURVEY RESPONSE BY REGION

This member survey was sent to all members in March 2009. Responses were collected through 28 February 2010.

- Asia: 23%
- Canada: 12%
- EMEA: 10%
- LAC: 6%
- US: 50%

*Data equals 101% due to rounding.

2009/2010 EO ALL MEMBER SURVEY

SURVEY HIGHLIGHTS:

- In all, 3,317 members made their voices heard by responding to this survey, which represents 48 percent of the membership. That’s a 3 percent increase from last year, and it speaks to members’ commitment to organizational improvement.

- EO continues to build the world’s most influential community of entrepreneurs. The likelihood of recommending EO to others garnered a rating of 8.4 (out of 10).

- EO’s chapters are the cornerstone of this organization. For the second straight year, chapter averages improved in nearly every area measured. Once again, Forum rated highest with an 8.4 (out of 10), followed by Quality of Chapter Members (8.2) and Other Chapter Events and Programs (7.7).

- New members rated the quality of their on-boarding and recruiting process an 8.3, which marks an improvement over last year’s rating of 7.1.

- Continuing the trend of the past two years, 96 percent of the membership plans to renew this year, and 71 percent of the membership plans to stay with EO for at least three years.

For more top-line results from the survey, visit http://resources.eonetnetwork.org/administration/Pages/AllMemberSurvey.aspx.
LEAVING YOUR EGO BEHIND

SHAWN THOMAS ED NASVILLE

I recently read a quote from the founder of Patagonia that stuck with me. Yvon Chouinard said, “All entrepreneurs are juvenile delinquents who say, ‘I’ll do it my own way.’” The reason I remember this saying is because it rings so true. As entrepreneurs, we all have that mindset. It’s what drives us and allows us to dream big. Where would we be, after all, if Thomas Edison didn’t think, “I’m sick of the dark?”

When you think about it, the emotion that makes you start a business is the same one that can cause you to fail. As entrepreneurs, we’re full of pride and, admittedly, a bit egocentric. Naturally, it can be difficult for us to give up control within our business. It’s also hard for us to leave our egos behind and admit that sometimes, we may not have all the answers. I learned that lesson the hard way, and it almost cost me the respect of my staff.

When I started my technology business in 2002, I was responsible for no one but myself. By the time I merged with another company in 2009, my business employed 23 people, and most of that staff growth was recent. Though the merger was a success on paper, I faced the unusual challenge of having to meld two completely different business cultures—employees of a newer company with a younger workforce in the middle of its high-growth phase, and those from a stable, 25-year-old company with an established, more mature workforce.

The biggest challenge in blending the two cultures was ensuring that every staff member was kept in the loop throughout the process. To do this, we formed leadership teams made up of staff from both companies. Our president and I would meet with the team members and update them on what was going on in the company. These team members would then disseminate the information throughout their departments. Communication during the transition phase was vital. We wanted everyone to know how their jobs were being affected.

Another lesson I learned was that it’s all right to lean on new leadership during turbulent times. Recently, to help facilitate another acquisition, we invested in a seasoned executive who took on the position of CEO. He had experience balancing the revenues of the company with expenses like payroll. Having someone who could dive deep to understand job descriptions in order to match the right person with the right role is crucial, and it helped us track employee engagement. At times, however, I let my emotional attachment to an employee prevent me from making a change, whether it was a promotion or termination. By giving some of my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed my pride and got help to handle the situation. The money I saved would have served both my business and me better if I swallowed

Looking back, removing my ego from the equation was just one of many “aha” moments I’ve had. Throughout the mergers, I discovered that successful entrepreneurs are those who learn when to intervene and when to rely on the help of others. Asking for assistance doesn’t mean you’re weak; it means you’re committed to the success of your business, regardless of the method. Speaking from experience, it’s the only way to move forward.

Balancing the Babies

JEN STERLING ED DC

Female business owners have challenges that men don’t have. This isn’t a sexist, feminist rant. It’s just simple biology. Women have babies—beautiful, new beings that demand and deserve all that you can give. Some women also have other “babies” vying for their attention—their businesses. Much like a newborn, a business demands and deserves nearly all of your time and energy. So how does a “momtrepreneur” balance the two?

I recently spoke to a female business owner who was facing one of the greatest quandaries of her life. She said, “Jen, we’ve spent almost 12 years building our first baby (our company), and I’m concerned it may suffer now that we’re awaiting our second baby (our first child).” This frazzled entrepreneur wanted advice, and she needed to know that everything would be alright. Her need for answers reminded me of my own decision-making dilemma; namely, whether or not to have even a baby and still try to run my company.

Wanting to help this fellow entrepreneur, I shared how I had tackled my doubts. I had decided to e-mail 20 female business owners across the country, seeking their advice on an effective work/life balance. Surprisingly, I received an outpouring of encouragement from these strangers. Everyone wrote back to me, providing new insights on how to be both a successful mom and entrepreneur. In the spirit of helping other women struggling to balance their babies, here is how I’ve learned to balance the needs of multi-million-dollar clients and still be home in time to read Dr. Seuss to my daughter:

Get plenty of rest
When you’re not at work, make sure that you rest. Do not use every minute the baby is sleeping to squeeze in one more business call, handle your e-mails or follow up on an assignment. In the beginning, sleep when the baby is sleeping. Yes, I’m serious.

Know your environment
Be aware of what resources you have around you. Getting out of the house and office is both difficult and rewarding with a new baby. Plan a “field trip” to the grocery store or take a long walk between conference calls. You’ll find a lot of opportunities to unwind and stretch your legs.

Don’t always work in the business
Instead, focus on the business of being a family. If you’re always obsessing about details, such as how many ounces the baby drinks or how many hours they’ve slept, you will miss out on opportunities to regain your sanity or bond with your spouse and staff.

Learn how to delegate
You can’t do it all alone, so don’t even try. Coordinate schedules with your partner, both at home and at the office. Make sure that tasks are balanced by strength and time available, and space out each task to allow for overnights.

Budget and plan for short-term help
Whether it’s an unpaid intern or a high-end consultant, plan to hire an assistant. Get your staff up to speed and working prior to your rest period. You’ll find that having someone to screen your calls and take care of the administrative work will drastically lessen your workload.

You need the right people on the bus
Sometimes you need to ask family and friends not to visit for a few weeks, so that you can get your systems in place without well-intentioned suggestions and opinions. At work, you need people who can operate without your constant supervision. Hire the right team, and stepping out to be with your family will be a lot easier.

Prepare for curve balls
Kids get sick. It happens. They also act as carriers and will bring you any illness that comes within five miles of them. Have a plan in case that happens. With two working parents, how do you decide who stays home and who goes to work? If one (or both) of you gets wallowed with the plague, who takes care of the baby? Plan ahead.

Give yourself a break
Above all, recognize that some days you will be a bad business owner and some days you will be a bad mom. No one is perfect. Don’t kick yourself for it.

In the end, it is hard work trying to juggle both a business and a baby, but it’s wholly rewarding. My daughter’s kindergarten class recently held an “I have a dream” exercise for Martin Luther King, Jr. Day. Her dream was to “be a big boss like mommy,” only her company would give toys to kids who don’t have any. To me, that made the balancing act worth it. We work hard because I love what I do, and because I want my daughter to know that she can do anything she sets her mind to.

Shawn Thomas (pictured) is CEO and co-founder of Uniguest. E-mail Shawn at shawn@uniguest.com.

Jen Sterling (pictured, with daughter) is the president and chief red head of red thinking. E-mail Jen at jen@redthinkingllc.com.
Many entrepreneurs dream of selling their companies to a large acquirer; it’s one of the most exciting aspects of building a business. I recently negotiated the sale of my business TimeLapse; and I learned a lot in the process. Here are five steps that taught me how to make the acquisition process easier:

1. Sell your company before it’s for sale. When it comes to acquisitions, focus is a key element that attracts buyers. When I realized I wanted to sell my business, I adopted a focus that was clear to both our customers and the market. My company, GameDaily, created content and delivered to advertisers a mainstream audience interested in video games. I asked my team two years before the deal happened, “How can we be laser-focused?” We decided to increase our commitment to the growing mainstream and address mainstream audiences over the same over-served core audience. When the Nintendo Wii became a huge success, our differentiated approach, product and customer-value proposition was a clear winner in stark contrast to our competitors.

2. Upgrade your team. To plan early for the acquisition, we decided to upgrade our team. I worked with a consultant to assess our team and matched their behavioral strengths, values and talents to best suit top performers with optimal roles. I let go of laggards, promoted or hired the best people, and then trained them on specific skills in my business. Having a top team was a huge benefit for us in the due diligence process, and it made the overall acquisition process easier.

3. Prepare for due diligence before a deal arises. Many of the items on TimeWarner’s due diligence list were things we hadn’t considered. We didn’t have audited financials, our programming code was not as well-documented as it could have been, and some of our key operations and sales processes were not written down. Rushing these things to get a deal done was stressful and time-consuming. I should have instituted an internal due diligence process, and hired an experienced business consultant, law firm and CPA at least two years before I went to market. I discovered that this is a critical component in substantiating your valuation and asking price.

4. Review your key client contracts. Many large firms calculate the multiples of a desirable business based on predictable future-client contract terms. As for my business, many of our deals had “60-day-out” clauses or were month-to-month. This was a big mistake. If our large client deals had been two-year terms or longer, we would have increased our valuation substantially. Looking back, I would have gladly given up a few points on price in our contract negotiations in exchange for longer-term deals. Why? Because in an acquisition, the buyer evaluates your long-term sustainable revenue streams when arriving at a valuation.

5. Think of what you want next. TimeWarner offered me an executive role in leading the building of the GameDaily brand. I knew I’d be there a few years, and then I’d go onto something new. However, I hadn’t counted on all the meadlings and conference calls that took up most of my day. I didn’t have flexibility and the environment wasn’t desirable. In short, I hated it. I negotiated my role specifics with my existing clients to ensure a successful transition.

Get Ahead of the SEO Game

DAVE NEVODGI ED INDIANA

It’s no secret that customers are becoming more reliant upon the Internet to research companies. Search engines are simply becoming too powerful for people not to use. Here are some tips to consider if you’re having problems increasing your search engine ranking:

Support the Search Engine

Search engine optimization, or SEO, is one of the driving forces behind generating exposure to your Web site. One way to increase your site’s visibility, Web traffic and page ranking is to have a bunch of links going to your Web site. A clever way to do this is to respond to popular industry blogs with a link to your site. The more links you have being directed to your site, the better.

Craft Your Keywords

Start thinking about the keywords your customers might use to find your business online. When you’re securing search engine terms, use phrases that best describe your business. For example, if I ran a bakery in Chicago, Illinois, USA, I would purchase keywords like “Chicago bakery,” “Chicago cakes” and similar combinations. I have found sites like Wordtracker.com to be very helpful when it comes time to picking the best keywords.

Buy the Exact Match Domains

This is one of the most important steps you can take to help promote your Web site. “Exact match” means that the words and letters in your domain name match exactly what a user types into his or her browser. For example, if people type in “golf swing book” because they’re looking for self-help books, then you should own www.golfswingbook.com. Domain extensions like “.net” or “.org” will work just as well in this instance.

Mark Friedler is the founder of Mark Friedler Consulting. Email Mark at markfriedler@markfriedler.com.

FIVE STEPS FOR A SUCCESSFUL ACQUISITION

MARK FRIEDLER ED SAN FRANCISCO

FIVE GUERRILLA MARKETING SECRETS

How I Increased My Business Without Spending Any Money

MICHAEI TASNIE ED WESTERN NEW YORK

Like most businesses, the end of 2009 and early part of 2010 proved to be a very difficult time for my company. I discovered that the old ways of doing business were just not working in the “new economy.” I was used to charging US$5,000 or more a month on retained services without anyone batting an eye, as clients saw the massive value we provided. This seemed to change overnight. The US$5,000 turned into US$3,000, which turned into US$2,000. Rather than decrease my prices, I needed to think outside of the box.

To keep my business afloat, I decided to turn to the most well-known marketing concept in business history—guerrilla marketing. Like most entrepreneurs, I was familiar with the concept, but I had never really utilized its power. The essence of guerrilla marketing is using time, energy and imagination—rather than money—to generate interest in your business. Here are five guerrilla marketing methods that produced the best return for me:

Find a Designated Guerrilla

To keep my marketing strategies organized and streamlined, I decided to make one person at my company the designated “guerrilla.” This person was responsible for the marketing calendar and ensuring that the steps we were putting in place were executed correctly and tracked to the umpteenth degree. By delegating micro-responsibilities, I was able to focus more on the macro aspects of our strategy. Focusing on the big picture ensured our marketing initiatives weren’t derailed by unforeseen circumstances.

Extend Value to Clients

When it comes to sales, I’ve never been a fan of dropping prices, especially since I never compete on price. Therefore, to make sure we started winning more deals, we began increasing the value we provided to clients. For example, our clients now receive a client-only event once a year that’s educational in nature, access to our training portal and a virtual assistant for 10 hours a week at no cost, among other perks. Instead of worrying about costs, I focused my efforts on maintaining quality relationships with the people who support my business.

Leverage Your Testimonials

As a business owner, I had client testimonials all over the place, but I wasn’t properly leveraging them. Rather than letting these testimonials sit dormant on my company’s Web site, I reinstated them into the marketing materials and sales process. This took our credibility to a whole new level, as prospective clients saw that we could be counted on. I also discovered that using video testimonials, as opposed to just text, worked much better. It put a face to my clients and helped promote the benefits of my business.

Write a Book

This is easier said than done, but in my experience, a book is the best business card you could ever have. It took a lot more work than I expected, but the results have proven to be invaluable. By putting my thoughts in print, I positioned myself as an expert in my field, and in the process, secured more interest in my business.

Conduct Free Public Talks

My favorite guerrilla marketing secret is free public talks. I contacted various organizations and local business groups, and offered to speak on topics relating to Web marketing, monetizing social media and Web 3.0. They were thrilled because they were used to paying speakers, and I was happy because I was practicing education-based marketing and contributing to the business community. By putting myself out there and offering my services for free, I was able to strengthen the identity of my business and net more clients.

If you’re looking to generate new interest without spending a lot of money, guerrilla marketing has worked wonders for my business. All it takes is a lot of patience and a willingness to leverage your skills for the benefit of future success.

Mark Friedler is the founder of Mark Friedler Consulting. Email Mark at markfriedler@markfriedler.com.

Michael Tanzer (pictured) is the president and CEO of Tax Solutions, Inc., Email Michael at michael@taxsolution.com.

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Michael Tanzer (pictured) is the president and CEO of Tax Solutions, Inc., Email Michael at michael@taxsolution.com.
1. Read the news. The easiest way to land a celebrity endorsement is by scouring local newspapers for news about when celebrities are due in town. For example, many celebrities are featured speakers at non-profit charity events, all of which are publicized in newspapers weeks ahead of the actual event. When I come across such news, I contact the event chair and ask if I can provide my products (at no charge) as a gift from the charity to the celebrity. This is a win-win situation; the charity looks good for thanking the celebrity with a generous gift, and I may gain the endorsement of the celebrity as he or she uses my product.

2. Always carry your product with you. A few years ago, I was on a local news program talking about skin tips. Much to my surprise, a popular actress was appearing on the same program. Luckily, I had some products on hand and approached her before the show started. We started talking about my skin, and I gave her a few products to try. A few weeks later, I had my publicist track down the actress’s PR agent to see if she had tried the product. It turns out she fell in love with one particular item. We received her permission to say that she was a fan of the product, and my publicist quickly distributed a press release to various magazines.

There are a million business books out there. How can I make mine stand out?

- With 2,000 books being published every day, differentiation, quality content and production, strong distribution and marketing are the keys to success.
- Turn to your publisher for information on competitive titles. Also, brainstorm ways to position your book so it is in alignment with your branding needs, while offering something fresh in the retail marketplace. At the same time, don’t resort to gimmicks. It’s much easier to make money from content online, SubHub gives clients greater freedom and the opportunity to profit from their expertise.

MEMBER RECOMMENDATIONS

BEST BUSINESS BOOKS

- Good to Great, by Jim Collins
- Cashflow Quadrant, by Robert T. Ciyoski
- What Got You Here Won’t Get You There, by Marshall Goldsmith
- The 7 Habits of Highly Effective People, by Stephen R. Covey

Lights, Camera ... Market!

RENEE ROUEAU ED DALLAS

It’s a fact: celebrities drive sales. For years, large companies intent on increasing sales and enhancing their image have paid celebrities to endorse their brands. For years, large companies intent on increasing sales and enhancing their image have paid celebrities to endorse their brands.

As an entrepreneur, what’s the first thing I should know about writing a book?

“Publishing is very competitive. There are a lot of different business models, so you need to do your homework to find the right one. Determining the best partners and strategy for your book requires an honest evaluation of your goals, i.e.,战略性地看来自2019年11月起”的负责管理Renee Rouleau。“你所创办的企业是你的，如果你也想把它做成功，” said the first time I really thought about it, getting your products in the hands of celebrities is one of the quickest ways you can generate sales and interest in your business.

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- Turn to your publisher for information on competitive titles. Also, brainstorm ways to position your book so it is in alignment with your branding needs, while offering something fresh in the retail marketplace. At the same time, don’t resort to gimmicks. It’s much easier to make money from content online, SubHub gives clients greater freedom and the opportunity to profit from their expertise.
It first hit me while I was sitting on a plane. Shortly after my 40th birthday, I was flying to Florida, USA, on a private jet for a weekend of boating and relaxation with friends. By most standards, I had earned the right to enjoy my life and take it easy. I owned a growing company, I was well-connected (having started EO Detroit), and I was earning substantial income, so I could afford the material objects I wanted. In short, I was living the good life, and I was ready to settle down and enjoy it … or was I?

Sitting on that plane, I suddenly realized that I was not satisfied. I was “comfortable,” but ironically, that made me uncomfortable. I was missing something in my life of material success. I had reached my destination, only to find that it was the journey I craved. Life was good, but I felt empty. I wanted to feel alive again. I know I’m not the only one who has felt this way. Many successful people dream, risk and work hard to realize their dreams, but once they reach a certain point, they tend to coast. They stop reaching, and consequently, they and their organizations wither to insignificance. We all know people who retired to the “good life” and died shortly thereafter. Whether literal or figurative, we begin to die when we stop pushing for excellence. After all, a target standing still will get shot.

Remember how, as a child, you would drive yourself crazy waiting for your birthday to come? After you had opened your gifts, you realized that the anticipation was the best part. In many ways, our lives are similar. The goal of a “comfortable life” may drive us, but it’s the process of getting there that is most exhilarating—so exhilarating, in fact, one might wonder if he ever wants to “get there” in the first place. “Security and comfort are desirable byproducts of goal achievement,” writes business coach Dan Sullivan, “but when they become the goal itself, they quickly stop lifetime growth.”

Mountain climbers don’t quit after reaching the first peak. Sure, they might stop to enjoy the scenery, but then they set their sights higher and begin climbing again. It’s as if they’re saying, “That was great, but I know I can do better.” They continue to push for higher levels, not because they have to achieve, but because they find fulfillment in the journey. To keep climbing, to keep pushing, to be productive, one must continually push oneself to greater heights than he has gone before. We all like being in our “comfort zone,” but growth occurs outside the comfort zone, so we must discipline ourselves to step out of it. Inside, there’s no incentive to move.

Think about the people you admire most. Whether they’re professional athletes, religious figures or business leaders, they probably exhibit a unique internal drive that seems to give them joy and peace regardless of external rewards. They are not sitting still. They are always pushing to make themselves better, not because they need to, but because they want to. They are comfortable being uncomfortable, and it’s from that state that true greatness arises. Such comfort with discomfort can only be realized in a genuine state of humility. The truly great leaders never know how great they are, and not coincidentally, their organizations never concede their greatness, either. They’re always trying to reach greater heights to get better at doing what they do, enjoying the journey all the way.
I had reached my destination, only to find that it was the journey I craved.

Stand before a classroom of organizational leaders and ask to see, by a show of hands, those who think they’re great. Those who actually raise their hands are deceived because the truly great leaders never realize they are great. How can we make ourselves genuinely humble? By stepping out of our comfort zones. If you think you’re great, then you’re too comfortable. Step out of your comfort zone far enough and you’ll quickly realize how weak or unprepared you truly are, which is the first step to achieving greatness.

Humility in leadership is perhaps best characterized by complete transparency. Scott McNealy, co-founder and former CEO of Sun Microsystems, once commented that when you occupy highly paid, highly visible leadership roles, you must live “beyond yourself.” In other words, a leader must willingly set aside individual desires and motives and act with transparent integrity— in public and in private. Key to this transparency is a willingness to be vulnerable before those whom you lead. You’re never going to get there if you have to be the smartest guy in the room. You must freely admit that you don’t have all the answers and be willing to ask for help. You must also be able to stay quiet and let others speak up. These disciplines may feel unnatural, but that’s right where you want to be. The discomfort will engender genuine humility that might not otherwise be there.

In summary, how does one get comfortable being uncomfortable? First, he must be willing to have a long-term view and act accordingly. This is difficult because it often means making decisions that seem unpopular at the time. Great leaders are rarely considered heroes in the short term. The most important decisions take the longest to play out, so it’s only after some time has passed that history heaps accolades on those who make them. The leader draws confidence from making the right decision rather than the popular one. Popularity may offer external comfort resides. Internal comfort coincides with external discomfort when one is making the right decision rather than the popular one. Popularity may offer external comfort but not genuine humility that might not otherwise be there.

Finally, start with a purpose. In Built to Last, author Jim Collins defines purpose as the answer to the question, “Why do you exist beyond making money?” This is difficult because it requires leaders to take the long view. In the short term, the popular answer is, “I do it for the money.” However, if leaders don’t take the time to determine their true purpose, they may never reach the plateaus of great leadership.

How do Gen Yers like to be managed, and what should I avoid doing? They need very clear direction and guidance, but they also like to feel as though they are not being micromanaged. Give them plenty of room to breathe and make decisions. They are also feedback junkies, and aren’t going to wait for a 90-day performance review to find out how they are doing. Take some one-on-one time each week to find out how they think they’re doing and to let them know how to improve. Also, realize how much they value flexible scheduling. They might need to be off on Thursday at noon for a rafting trip, but they’ll work on the project until 2 a.m. Sunday morning.

What are some common misconceptions about Gen Yers? The biggest misconception is that they have no fear of new technology, but that doesn’t mean they are all techno geeks who know everything about computers and gadgets. Don’t assume that they’re 100 percent up to speed with your technology. Also, don’t believe that they’re inherently lazy. They want to please you and exceed your expectations, so be clear about your goals going in.

I understand and connect with my Generation Y staff, but I’m afraid my clients won’t. How can I ensure my Gen Yers interact effectively with them? Explain to your Gen Yers exactly how you want your clients and customers interacted with, and why this is important to you and your business. Model this behavior each time you interact with a customer or client, as Gen Yers learn best from example. Also, make customer service something you frequently discuss with your staff, and ask them to describe their own best and worst experiences with customers during the past week. Then invite them to share examples of how they’ve gone to the wall for the customers they’ve served during that same period. Frequent discussions centered around customer service will keep the focus on building a service-rich culture that will perpetuate itself for future employees to follow.

As an entrepreneur, I’m excited about my business 24 hours a day. How can I get my Gen Yers to feel the same way? “The reason you’re excited is because you have ownership. To get your Gen Yers feeling the same way, they have to feel like they also have ownership and are tied in to the results of the business, and perhaps some of the decision making, as well. That requires you to look past traditional forms of hourly wages and salary compensation, and consider creative methods of profit sharing and bonus pools— even for part-time or front-line employees. Resist the entrepreneurial desire to call all the shots and ‘pass the law down to the lowly ranks.’ Instead, invite them to contribute solutions to the problems you face, as well as new ideas for generating revenue.”

How can I get my Gen Yers to care about my bottom line? “Care about the customers and people you serve. Care about the impact your business makes in your community and in the world at large. And above all, care about your Gen Y employees and show them that you’re willing to help them learn, improve, grow and get what they want out of their lives. The results will astound you.”

Renowned EO speaker and management expert Eric Chester provides invaluable insights into how to effectively manage Generation Y employees, those born in the 1980s and 1990s.

I come from a different business generation. What are some key things I need to know about Generation Y employees? “Generation Y employees, or ‘Gen Yers,’ have grown up in a radically different world and have a different set of values and beliefs, so as an entrepreneur, you can’t think of them as carbon copies of you when you were their age. Don’t try to manage and motivate them with the techniques and strategies your early managers used on you; they won’t work. Instead, reach out and get to know them as people. You don’t have to be their ‘buddy,’ but it is important to try to build a relationship with them that extends beyond the boundaries of work.”
The Lost Art of Handwritten Notes

BEN HANBACK ED NASVILLE

When was the last time you received a handwritten “thank you” note in the mail from a friend or client? I bet you can tell me exactly when you received it, who it was from and why they sent it. Do you know why? In today’s world of e-mails, voicemails, text messages and instant messages, the path of least resistance is to thank someone electronically, or not thank them at all.

The truth is handwritten notes are a lost art. In today’s busy world, we have forgotten how much a nice note means to someone. I’ve interviewed hundreds of people in my career, and it’s amazing how few people take the time to write me a “thank you” note for my time. Most interview preparation books will tell you the last rule of interviewing is to make sure you send one. Not only does this speak to the person’s character, but it leaves the door open for future job opportunities.

As an entrepreneur, I’ve always made it a habit at the end of my business week to drop a few “thank you” notes in the mail, warranted or not. It’s amazing how much of an impact this can have on people. Recently, I sent a note to a large prospect. Two weeks later, the client asked if I could help her with a project. It turns out my letter jogged her memory about my company and services. On another occasion, I sent a note to a client who had lost her job, along with a letter of recommendation. When that client landed at a new company, I was the first vendor she brought in for business.

Because I took a few minutes to write these letters, I was able to generate interest in, and create long-lasting relationships for, my business. Sometimes in life, we can get so busy running our businesses that we forget to do the little things. In my experience, it’s these little things that provide the best return on investment.

Ben Hanback is the president of The Hanback Group. E-mail Ben at bhankback@thehanbackgroup.com

Social Media for Better Business

DAVE KERPMAN ED NEW YORK

Unless you’ve been living under a rock, you’ve heard of social media, you’ve seen “Follow us on Twitter” everywhere and you, like 500 million others, have a Facebook profile. As a savvy entrepreneur, you realize how big social media is becoming, but what can it actually do for your company? Here’s how I leverage social media for better business:

Generate Inbound Leads

Your future customers are waiting for you online. You can either join the conversation or let them talk about you without responding. Don’t believe me? Go to http://search.twitter.com and search your name, your company’s name and your competitors’ names. It’s amazing what you’ll uncover! You can also go to the Google Blog search page and look for keywords describing what you do.

By engaging the people who visit your site, you can attract plenty of new clients. These people visited your site for a reason: a casual conversation may yield a promising prospect. We’ve welcomed dozens of clients by simply answering people’s questions on Twitter and Facebook.

Listen to Real-Time Feedback and Focus Groups

There’s a fine line between online customer service and marketing, and leveraging your Web base achieves both. Who better to help your business than your current customers and those who know you? Listen to what they’re saying, help solve their problems, and if they’re not saying anything yet, ask them. You’ll be surprised to know what your Web site visitors can contribute to your business.

Leverage the Web for Hiring

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In my experience, what sets apart entrepreneurs who succeed from those who fail lies in the ability to go back to the basics. When my team is faced with a dilemma, I resort to the analogy of the leaking water tap. To stop the dripping, the most common approach would be to wrap a cloth around the part that’s leaking. However, by thinking beyond the problem, we realize the root of the issue lies with the water switch not being turned off.

I remember when my company’s sales dropped exponentially. Instead of wasting off the competition, we went back to the root of our sales problem to determine our strengths. We re-identified our value proposition and projected ourselves as a solutions provider to clients, instead of just a proprietor of products and services. By returning our focus on providing quality service to clients, we gained a stronger foothold in the industry and netted more customers in the process.

As entrepreneurs, we are constantly surrounded by problems. Instead of simply fighting fires, we ought to spend more time thinking deeper about the solutions. The important thing to remember is that no problem is unsolvable. After all, if everything in business could be solved so easily, there wouldn’t be a need for entrepreneurs.
WHAT TO ASK BEFORE BUYING A FRANCHISE

LEARNING FROM A LAWSUIT

THE MINDFUL ENTREPRENEUR

WHAT'S THE BEST WAY TO HANDLE BAD PR?

EO ASKS

1. How long has the company been in existence before it started franchising? Was it specifically set up to franchise?
2. What is the company’s financial position? You should check accounts for at least the past three years. Can you get trade or bank references?
3. Can the franchisor show you figures or net profits of one or more of its existing franchises, and can you personally check the figures with the franchisess themselves?
4. What are the criteria to be selected as a franchisee?
5. As a franchisee, what are your obligations? Are there any operational restrictions on pricing or use of suppliers?
6. What is the nature and extent of the rights that will be granted to you?
7. How many franchised units are currently in operation? Are there also company-owned units in operation?
8. Does the agreement have a termination clause? If yes, what will it cost you? Can you sell your franchise?
9. Does the franchisor have a reputation for honesty and fair dealing among its franchisees?
10. What kind of assistance will the franchisor provide? Will it include management and employee-training programs, advertising campaigns, credit and merchandising ideas?
11. Does your region have a law regulating the sale of franchises, and has the franchisor complied with that law?
12. How much equity capital will you need upfront to purchase the franchise and operate it until the profits start rolling in? Will there be sufficient profit left once you’ve paid all of your expenses?
13. Are the initial and ongoing fees? Are there any other hidden costs?
14. Will you get the exclusive rights to the territory for the length of the franchise period, or can the franchisor sell a second franchise in your territory? If the answer to this question is “yes,” what is your protection against the second franchising company?
15. Have any franchised units failed during the past 12 months? If so, what were the reasons?
16. Is the franchisor a member of a reputable franchise association? How long have they ever been refused membership?
17. In the event of a dispute between the franchisor and the franchisee, how will it be dealt with?
18. What is the procedure for terminating the agreement, and what are the consequences of doing so?
19. How is the communication between the franchisor and franchisees? Is it possible to talk freely to existing franchisees?
20. What are the franchisor’s long-term plans for the future of the business?

Competition is healthy, especially when it drives you to become a better business owner. EO Aligona member Jim Bailey explains how he survived a painful lawsuit, and what it meant for his growing company.

The Problem: In its infancy, the commercial painting business I co-founded was being sued by a tenacious competitor. My company had only four employees at the time; they had more than 1,000 employees. We had the expenses of a startup; they had US$30 million in annual sales. It was a David and Goliath scenario, only in the business world.

The Solution: To salvage the situation—and the company—we did a few key things: We immediately established transparency by informing clients and vendors about the issue; we established unity among the staff by keeping everyone up to date at all times, giving us the ability to respond as a team; and we turned the other cheek. We never badmouthed others, even when they played dirty. Instead, we fought with integrity.

The Lessons: The lawsuit was settled out of court in seven months, and it turned out to be the most defining moment in our young company’s life. By staying transparent, keeping people in the loop and fighting fair, I was able to develop a winning company culture that continues to fuel my business. This incident could have divided my business, but by attacking it head on and with integrity, we became stronger for it.

About a year ago, I was on a park bench with my 3-year old daughter. We had spent much of the day playing on the swings, building sand castles and enjoying the beautiful day. During breaks, I had my Blackberry in one hand and my iPhone in the other. I was moving through e-mails like a pro, dealing with work problems, planning social activities and checking the news. I was proud of myself. There I was the perfect father and entrepreneur, attending to the needs of my business and family. I thought I had it all figured out.

As my phones continued to buzz, however, I began to think about all of the times work got in the way of my family time. The fires that needed to be put out, the emergency calls, the late evenings—it turns out what I was really doing was putting urgent e-mail answering above important things like family, health. Being readily available by e-mail was preventing me from becoming the best father, and balanced entrepreneur, I could be. As for my daughter, she knew about mobile phones and would often use the TV remote control as a pretend phone. Her memories of me growing up were those of man and mobile. 

Knowing this, I decided to get rid of my mobile e-mail and improve my focus on the bigger parts of my life. This was one of the most challenging things I’ve ever done. I have been free from mobile e-mail for 15 months, and now I only spend 30-60 minutes a day on regular e-mail when I’m at work. I am now physically and mentally present when I am with people, and I also get to focus on what’s important to me, like adventures with my daughter. More importantly, years from now my headstone won’t read: “R.I.P. Conor Neill. Good guy. Always responded to e-mail in less than 30 minutes.”

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“A companies make mistakes. It’s about how you respond to it, how swiftly you react and how you make things right that separates a good company from a great one.”

LUCY KOGAN
EO PHILADELPHIA

“I’m very important to be proactive and forge relationships with media outlets as you would with your clients. In a bad PR situation, one down and remember that only 10 percent of people really believe what they read.”

MICHELLE FISH
EO CHARLOTTE

“Communicate, be it through a blog, personal emails or social media. Make sure that you share your point of view and show who you are. Never be defensive or put the blame on others.”

MARI LEMMON
EO SPAIN-BARCELONA

“Just be upfront. Everyone knows that things go wrong sometimes, but as long as you’re honest about it, people will retain respect for you and your company.”

JETHRO MCDONALD
EO THAILAND

EO PHILADELPHIA

“All companies make mistakes. It’s about how you respond to it, how swiftly you react and how you make things right that separates a good company from a great one.”

LEO KOGAN

“IT'S VERY IMPORTANT TO BE PROACTIVE AND FORGE RELATIONSHIPS WITH MEDIA OUTLETS AS YOU WOULD WITH YOUR CLIENTS. IN A BAD PR SITUATION, ONE DOWN AND REMEMBER THAT ONLY 10 PERCENT OF PEOPLE REALLY BELIEVE WHAT THEY READ.”

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On 13-16 May, approximately 250 members were given a chance to “think big” at the 2010 EO Texas Round Up, an event that brought leaders, speakers, authors and visionaries together to provide inspiration, education and vision to lead a bigger, more fulfilled entrepreneurial experience. The event included an exclusive opportunity for EO members to sit with the 43rd President of the United States George W. Bush as he offered insight into the challenges of leadership and the importance of diplomacy.

EO South Africa Hosts Renowned Author


Members of EO Edmonton’s “Forum C” Bond at More Than 9,000 Feet

A few months ago, my Forum held a once-in-a-lifetime retreat. Eager for a challenge, our Forum Moderator Paul Ingram and I decided to plan an experience that would test our commitment to overcoming adversity. With the assistance of two guides, we climbed the highest peak in the Southern Canadian Rockies. When we reached the top, we could see miles of country in both Canada and the US. It was an amazing sight!

When it was time to depart, we surprised the group by hiring two helicopters to land on a flat part of the mountain and take us away. As an added bonus, we had beer on board to help everyone relax. Instead of going home, the pilots took us on a tour of the mountains before landing in a back-country ski lodge, where a private chef made us a five-course meal. It was the perfect ending to a day of exercising and bonding.

While retreats are always a great way to help Forums bond, this one took our group to the next level. Individually, no one would have attempted summiting the mountain alone, but as a group, we pushed each other and left no one behind. This experience gave us the inspiration we needed to tackle the most difficult challenges in our personal and professional lives. In the end, we learned that we can always lean on each other for support, even when the outlook seems impossible.

STEPHEN PETASKY AND PAUL INGRAM, EO EDMONTON

Thinking Big in Texas, USA

On 22-23 June 2010, EO representatives from the US attended the G20 Young Entrepreneur Summit to address the role of youth entrepreneurship as the world looks toward global economic recovery. The EO delegates joined international delegations in Toronto, Canada, to identify and examine the issues challenging young and emerging entrepreneurs around the world.

Chapter Event Promotes Knowledge Sharing

The EO Los Angeles chapter recently hosted EO Alchemy, an event that emphasized the exchange of entrepreneurial ideas. The event was hosted at the UCLA Anderson School of Management on 24 June 2010, and attracted more than 300 participants. Plans are in place for a second EO Alchemy event in March 2011, where members from around the world will join to experience once-in-a-lifetime learning opportunities.

US Represented at International Summit

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EO脉搏

EO OPPORTUNITIES IN Q2

SEPTEMBER

EO ONLINE FORUM HEALTH SURVEY

The Online Forum Health Survey is a tool that enables members to anonymously provide feedback about their Forum experience. Once completed, the survey provides resources and exercises that will build on existing strengths and identify any weaknesses within Forum. This September, the Forum Committee will push for all Forums to participate in the Online Forum Health Survey. For more information, email Forum@eonetwork.org.

OCTOBER

ENTREPRENEURIAL MASTERS PROGRAM (EMP)

Applications for the EMP Class of 2013 will be available in early October. Be a part of the 20-year-old executive education program everyone is talking about. Email Leslie Baum, Senior Director of Global Learning, atbaum@eonetwork.org to receive an application.

CALL FOR EO LEADERS

Are you interested in playing an important part in the future of this organization? Applications for Global and chapter leadership positions will be available in October. To learn more about the EO Path to Leadership, e-mail Linda Surles, EO’s Director of Global Board Operations, atlsurles@eonetwork.org.

NOVEMBER

GSEA COMPETITIONS GO LIVE

The Global Student Entrepreneur Awards (GSEA) kicks into gear in the next few months with regional competitions in Phoenix, Arizona; Seattle, Washington; Los Angeles, California; New York, New York; and Chicago, Illinois, USA; as well as Mexico City, Mexico. These competitions lead up to the GSEA Global Finals at the Ewing Marion Kauffman Foundation in Kansas City, Missouri, USA, on 27-19 November. For more information, visit www.gsea.org.

MEMBER SPOTLIGHT

LAURA CORDERO AMIGUETTI, EO COSTA RICA

JOINED EO IN FEBRUARY 2010

What inspired you to join EO?

An EO member told me about the value of Forums, Universities and other business-building activities. I liked the philosophy of the organization—it sounded different, interesting and fun, so I joined!

What is your most memorable EO experience so far?

It has to be the 2010 EO California University. The speakers were very inspiring and knowledgeable, and the social activities were a lot of fun. The best part about the trip was all of the wonderful people I met. I’m looking forward to attending more Universities.

What is your favorite EO benefit?

Forum! I’ve learned so much from my group, especially through our in-depth conversations.

Why did you become an entrepreneur?

I love the positive influence you can have on so many people and organizations. My best friend and I decided to run a business together: www.spanishandmore.com. We love traveling and learning, so we had this idea about teaching Spanish, including all cultural aspects of Costa Rica.

What should people know about doing business in Costa Rica?

People should know that the business environment in Costa Rica is stable. Also, Costa Rica has been recognized for its social and economic development, as well as its natural conservation. The political and economic stability and high standard of living make it a great place to have a business.
GLOBE™ LEARNING CALENDAR

SEPTEMBER 2010
19-22 | EO LEADERSHIP ACADEMY
Applications closed.
Washington, DC, USA

OCTOBER 2010
3-6 | GREAT LEADERS, GREAT RESULTS: CREATING CHANGE IN YOUR ORGANIZATION
Register now!
Bell Leadership Institute, Chapel Hill, North Carolina, USA
17-20 | EO GLOBAL POLICY SUMMIT
Register now!
Washington, DC, USA

NOVEMBER 2010
10-14 | EO CAPE TOWN UNIVERSITY
SOLD OUT!
Cape Town, South Africa
To add your name to the wait list, visit www.eocapetown2010.co.za.
18 | EO24: “Creating an Entrepreneurial Wave across the Globe”
Save the date - Mark your calendar today!
For more information, please visit www.eonetwork.org/ eo24.

APRIL 2011
6-10 | EO TEXAS UNIVERSITY
Houston, Texas, USA

MAY 2011
5-7 | EO GLOBAL LEADERSHIP CONFERENCE
Chicago, Illinois, USA
19-21 | EO GLOBAL LEADERSHIP CONFERENCE
Shanghai, China

SEPTEMBER 2011
14-18 | EO AMSTERDAM UNIVERSITY
Amsterdam, Netherlands

Thank you to our strategic alliances

Ewing Marion Kauffman Foundation

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

Share your news with your EO peers by sending a detailed e-mail to octane@eonetwork.org.
Please include a 300-dpi headshot with your submission.
For more member news, visit www.eonetwork.org/press/mitn.

Quoted & Noted

Nepal Member Honored for Leadership
EO Nepal member Anand Bagaria was recently recognized as the “Person to Watch” for his leadership in business, and was awarded the Boss Top 10 Business Excellence Award, one of the most prestigious awards in the local business sector. The award is a tribute to the spirit of entrepreneurship and business excellence in Nepal.

EO South Africa Profiled in Journal
EO South Africa founders Orrin Klopper, Dave Dworcan and Allan Ralz, as well as the chapter’s current President Htmeleng Kgabossele, were recently featured in The Wits Business School Journal. All four members extolled the values of EO membership, discussing the importance of peer-to-peer learning, once-in-a-lifetime experiences and connections to experts.

Advertisement Expert Inducted into Hall of Fame
Denise Mcvey, an EO New Jersey member and president of S3, was recently inducted into The Advertising Hall of Fame of New Jersey, becoming the youngest inductee in the Hall’s history. The award is bestowed upon individuals who have demonstrated an outstanding contribution to the creative and/or economic values of advertising, and whose efforts have significantly advanced the status of the advertising profession in the state of New Jersey, USA.

Author Receives Esteemed Award
David Jerome, an EO Orange County member and author of Roastbeef’s Promise, was awarded The Ben Franklin Book Award for “Best Humor Book in 2010.” The award was given to him at the 21st annual Benjamin Franklin Awards ceremony, which honors the best in independent publishing.

Company Gets Love from Tech Blog
Littlehint, an online matchmaker inspired by Asian traditions and new trends in social networking, was recently profiled by TechCrunch Europe, a blog covering Web 2.0 and mobile startups. Anju Rupal, an EO Switzerland – Zurich member, is the co-founder and CEO of Littlehint.

Member Earns Ernst & Young Accolade
Joe Kesley, an EO Minnesota member and president and CEO of College Nannies & Tutors, was named one of the youngest ever Ernst & Young “Entrepreneur of the Year” award winners for the Upper Midwest Region. Ernst & Young’s “Entrepreneur of the Year” is the world’s most prestigious business award for entrepreneurs.

Share your news with your EO peers by sending a detailed e-mail to octane@eonetwork.org. Please include a 300-dpi headshot with your submission. For more member news, visit www.eonetwork.org/press/mitn.
Get ready for the 2011 EO Texas University, an educational adventure hosted by EO Texas chapters and leaders from the Latin America/Caribbean region. Travel to an entrepreneurial frontier offering the very best in EO learning, networking and once-in-a-lifetime experiences. What can you expect to find?

» **Cost-effective enrollment**— this culturally powerful University promises to be affordable for everyone

» **Top-notch speakers** like Warren Macdonald, an Australian environmentalist, explorer and mountain climber

» **Unique off-sites** that explore the mystery and beauty between Texas’s borders

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**Fast Facts**

**Dates:** 6-10 April 2011

**Destination:** Houston, Texas, USA

**Registration:** Opens 6 October 2010

For more information, contact events@eonetwork.org