"If business years are measured like dog years, then I have a teenager who’s about ready to leave home."

Andrea Culligan
"Even though we are business colleagues, I never thought that a routine plane ride could offer a breakthrough."

Quoted & Noted
19

The Business of Motherhood
Andrea Culligan, EO Sydney
"Although we are business colleagues, I never thought that a routine plane ride could offer a breakthrough."

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19

"Looking at these majestic trees, I realized the importance of pursuing growth from the ground up."

GREG D’AMICO
"Combining finances with a spouse can be difficult enough; add a business partnership to the mix and things can get complicated!"

DYLAN PEDERSEN
"My daughter has taught me to focus more on the positives and shake off the negatives."

KEVIN BURKART
"On our way home, we were silent, knowing that what we did transcended our friendship."

FLOYD MARINESCU
"I learned that the one thing worse than a broken nose and two black eyes is growing comfortable."

LEIGH MCDONALD
"Maybe I’ll have kids of my own one day, but until then, I’ll practice with my other child."

ANDREA CULLIGAN
"What does EO mean to me? It’s like an extension of my family."

What EO Means to Me
TRAVIS HOLWACH
"I think of EO as a safety net, a place to go when things get complicated."

EO SAN DIEGO
"The happiest times I had experienced had to do with net zero savings and green buildings."

THE ACCOUNTABILITY FACTOR
DEREK PRESTON "ED CALIFORNIA"
"As a group, we are stronger than all the excuses. That’s what EO is all about."

Me and My Most Powerful Business Partner
MARLON FELTON "ED COLORADO"
"Combining finances with a spouse can be difficult enough; add a business partnership to the mix and things can get complicated!"

Business with a Purpose
FLORIS HIJDOO "ED NETHERLANDS"
"I believe that to develop a sustainable innovation in today’s business world, an entrepreneur needs to make sure that the little cuts on both sides."
CHAIRMAN’S LETTER

CHANGING THE WORLD THROUGH LEADERSHIP

Representing 15 countries, 26 EO members and Global staff attended the 2011 EO Leadership Academy in Washington, D.C., USA, from 23-26 October.

Leadership— it’s the one constant in entrepreneurship, and it’s at the heart of our mission as a global organization. For nearly 25 years, everything we’ve done has been in support of leading leaders so that they can better support their families, businesses and communities. This dedication to leadership growth was emphasized during the 2011 EO Amsterdam University (read about it on page 22), and reiterated at the 2011 EO Leadership Academy, where 26 members and Global staff from around the world came together to experience a philosophical and skills-based orientation of leadership.

Aligned with EO’s strategic imperative to foster leadership development, the EO Leadership Academy—held from 23-26 October in Washington, D.C., USA—is an advanced learning program that provides EO’s top leaders with the knowledge and skills they need to become stronger leaders. Representing an impressive 15 countries, this year’s attendees joined a short list of 100+ Academy graduates, so that they can better support their families, businesses and communities. Big or small, we can change the world by leveraging our experiences, holding new events, enhancing technology and building on the success of existing programs.

As you prepare for Q3, I encourage you to think of innovative ways you can make a difference through leadership in your chapter and community. Big or small, we can change the world by leveraging our experiences and uniting under the goal of global growth.

Living the values with you,

KEVIN LANGLEY
EO GLOBAL CHAIRMAN, FY2011/2012

DIRECTOR’S LETTER

Capturing the EO Story

I think the old saying, “Money makes the world go ‘round,” could use a little retooling. In my role as your Executive Director, I have the opportunity to connect with countless members around the world. With every member I meet, I hold steadfast in the belief that it is the stories, rather than money, that keep the EO world spinning. It is this core organizational pillar of peer-to-peer learning and experience sharing that is both the hallmark of EO and the essence of the value we provide.

One of the ways we distribute this value is through publications like Octane. I recently spoke with Nicholas Thomas, EO’s Director of Publications, about the future of this magazine and how its role as a communication vehicle supports EO’s initiatives. Over the course of our conversation, we discussed the value of leveraging member-written content to educate the membership, to help them grow from others’ experiences, and how this value separates us from competing organizations. Specifically, Nicholas mentioned the importance of leveraging stories in EO’s publications, not articles:

“There’s a big difference between stories and articles. You can read your general variety business articles in Inc., Entrepreneur and similar magazines, but none of these offer the personalized value you’ll find in EO members’ stories. We have something that no other organization has— access to more than 8,000 unique and compelling stories! By emphasizing each through publications like Octane, we can foster growth, encourage experience sharing and support the complete entrepreneur.”

I couldn’t agree more. In every survey we’ve ever conducted, one thing has been apparent: Members love learning about other members’ experiences. Knowing this, Octane will now be more of an experience-sharing vehicle and less like a typical business magazine. There are plenty of publications out there that provide marketing tips or technology best practices. What they don’t offer, however, are inspirational stories about your EO peers— moments of Forum magic, event experiences and other tales of transformation that remind us how powerful entrepreneurial thought leadership can be.

Leveraging more member stories—and less articles—in our publications is just one facet of our EO’s far-reaching communications plan. In the coming months, we will be redefining EO’s voice and offering you more personalized content to help support the totality of the entrepreneur. As a global thought leader on entrepreneurship, our voice is the beacon that lights a path for leading entrepreneurs to follow. Cultivating that voice to deliver more individual value will be like a little retooling. In my role as your Executive Director, I have the opportunity to connect with countless members around the world. With every member I meet, I hold steadfast in the belief that it is the stories, rather than money, that keep the EO world spinning. It is this core organizational pillar of peer-to-peer learning and experience sharing that is both the hallmark of EO and the essence of the value we provide.

Regards,

BOB STRADE
EO EXECUTIVE DIRECTOR

As you read this issue of Octane, I hope you become inspired by your colleagues. I also encourage you to share your story with EO by e-mailing Nicholas at nthomas@eonetwork.org. The more you share, the bigger the impact we’ll have on one another and the global entrepreneurial community.

BOB STRADE
EO EXECUTIVE DIRECTOR

Entrepreneurial Masters Program
Calling All Entrepreneurial Masters!

Are you among the best of the best entrepreneurs?

If so, don’t miss the Entrepreneurial Masters Program (EMP), an executive education-like course offering top-notch speakers and high-caliber learning. Raise your own bar— apply to EMP’s Class of 2014 this May by visiting http://events.eonetwork.org/emp.

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The Business of Motherhood

ANDREA CULLIGAN, EO SYDNEY

Appreciated, I’m meant to be pregnant. In the ripe old age of my 30, I got married. It was wonderful to finally commit to someone after years of investigating the market, as I call it. However, shortly after tying the knot, the most common question among friends, family and everyone I knew: “When are you going to start having children?”

First and foremost, I’m not against having children in the slightest, and I admire, respect and admire my gorgeous friends with their gorgeous little ones. But this line of questioning got me thinking about why I haven’t gotten the “baby bug” yet— that maternal drive, the desire to have children and watch them grow up. And then it hit me. I do have a child. It is 11-years-old. It screams, keeps me up at night, takes the money from my wallet, smiles at me when it wants something and makes me compromise my livelihood on a daily basis. It’s called “My Business.”

If business years are like dog years, then I have a teenager who’s about ready to leave home and create his own path in the world—a phase I’m excited to witness. I’ve instilled the value systems, and now I just hope it can determine the rights and wrongs to create a clear vision for the future. After spending so many years cultivating a culture, pride and vision, the ability to release the reins and let my “child” run rogue is both daunting and thrilling.

I defiantly need to know the pains and joys of raising children, and I don’t make light of either, but I do know that I love MY child. I feed it, shower it with support and spend my life making sure it’s happy. In return, it provides me with a wealth of emotion, success and life lessons. Above all, it is to invest in something that’s bigger than you. Maybe I’ll have kids of my own one day, but until then, I’ll practice with my other child.

Looking at these majestic trees, I realized the importance of pursuing growth from the ground up. As your business grows, so do your people and processes. Having the right ones in place from the start is vital to creating a strong foundation. Standing before the trees, I wondered: Can my business keep up and grow laterally, new roots extend from the branches and down to the earth to support additional growth. The new roots can be so thick that they appear to be separate trees. It’s a beautiful sight to behold, and a perfect location for the unity ceremony.

I saw the growth of the Banyan tree as a great analogy to business. Regardless of your industry, building a business requires a proper foundation. What many companies come to experience, however, is that their foundation cannot support their growth, ultimately causing them to fall. The reason why the Banyan tree doesn’t fall is because it continues to add to its foundation as it grows. Every good business is built with several levels of support that push information up and down the hierarchy. Without a good foundation to support those levels, the flow is disrupted and a breakdown can occur.

“Participating in GSEA was a game-changing experience for my personal and professional growth, and winning is proof that crazy high school dreams can go on to bring about real change in the world,” said Marishane. “I went for the competition, but came back with a global board of peer advisors and lifelong mentors through EO.”

From April to October, more than 2,000 students from 42 countries competed in the 2011 Global Student Entrepreneur Awards (GSEA), a global competition for high school, undergraduate and graduate students who own and operate businesses while attending college or university. An EO program, GSEA supports early stage entrepreneurs who must necessarily focus on their business in order to experience, however, is that their foundation cannot support their growth, ultimately causing them to fall. The reason why the Banyan tree doesn’t fall is because it continues to add to its foundation as it grows. Every good business is built with several levels of support that push information up and down the hierarchy. Without a good foundation to support those levels, the flow is disrupted and a breakdown can occur.

Earning that prestigious title for 2011 was Ludwick Marishane, a senior at the University of Cape Town. Ludwick is the founder of Headboy Industries, LLC, an invention-development and commercialization company that created DryBath, a revolutionary patent-pending personal care product. Runner-up was Garrett Gee, a sophomore at Brigham Young University and founder of Scan.me, a cutting-edge software solutions provider.

For more information about GSEA, and how EO is supporting the future of global business, visit www.gsea.org.
A New Breed of Charitable Leader

KEVIN BURKART ED MINNESOTA

My name is Kevin Burkart. I don’t think I understand myself that well, but these things I do understand: I talk high. I’m selfish. I’m immature. I’m ferociously independent. I don’t believe in teams. I like to be the center of attention. Those are my confessions. At the same time, I’m compassionate, generous, creative, dependable and persuasively, but cautiously, optimistic. I’m also a goal-setter.

I’m going to do 300 skydives in one day. I did 100 skydives in 2008, raising US$48,000 for Parkinson’s Disease (PD). In 2010, I tried for 200 jumps, but made only 150 (though I did raise US$78,000). Next year, I’m trying for 300 jumps in a single day. If I get good weather, train, hydrate and nourish properly, I can do it. If I can make 300 jumps, it’ll be a great comeback. And then I’m done.

My dad has PD, so this is all for him and everyone living with PD, right? Wrong. I’ve realized it’s for me. Here’s why: Everyone said I couldn’t do it. So, what’d I do? I just did it. It’s like being an entrepreneur. The forces against you at the beginning are immense … until you succeed. Then everyone joins in. And they thought it was easy. Geez, why didn’t you do it sooner?

Not being a professional fundraiser, I’ve enjoyed the journey these past four years. Instead of asking for money, I ask for help. Asking for money is begging. Asking for help—saying “I need help”—is exposing who you are. People like that, and they open their wallets. Why would a local Native American tribe give me US$10,000, twice, for an effort that supports the awareness of a predominantly elderly, Caucasian-male disease? I don’t know. I just told them I needed help.

I’m part of a new breed that rolls their eyes at charitable golf tournaments and walks. These events do raise money, but often not much, and little awareness is realized. So, folks like me are skydiving, eating worms, biking in extreme ways … all to raise funds and awareness for a cause. I call it charitable leadership. No more sitting on boards haggling over what color the t-shirt is for the next walk.

To succeed in charitable leadership, like in business, you have to get over the hump at the very beginning. Get past the naysayers. Show them what you can do when you do something others say you can’t do. It’s a great pleasure when you excel, especially when it’s for a good cause. At the end of the day, you’re the entrepreneur. You’re the leader. Lead.

Kevin Burkart (pictured) is the founder of StepStoneGroup, Inc. E-mail Kevin at kevin@stepstonegroup.com.

Want to view a trailer of Kevin’s sky-diving documentary? Visit www.perfectjumps.com or scan this QR code:
Keeping the Love Alive

It takes an incredible amount of time, effort and attention to run a business. As most entrepreneurs can attest, this often impacts one’s home life. EO speaker, author and sex educator Lou Paget offers some tips for keeping the love alive at home.

Being an entrepreneur can be very time-consuming. What can one do to ensure his or her spouse feels supported? In the same way entrepreneurs look for ways to improve their businesses, they can do the same things when it comes to their relationships at home. For example:

1. Make time to nurture the relationship, not just maintain it.
   This means doing things so the relationship can continue to grow. Use the entrepreneurial skill of ‘Who do I listen to?’ to choose solid resources and ideas.

2. Practice your ‘Start and End-of-Day Hug.’
   When you leave home, and as soon as you return, give your spouse a warm, big hug, and hold it for 10 seconds.

3. Attention, attention, attention.
   Giving someone your true attention is your most seductive behavior. Set aside 10 minutes of ‘our time’ each night before bed, and remember to turn off the TV in the bedroom (it’s a noisy third person).

4. Tell your partner how much you appreciate all that they do ... even if you don’t see it.
   Feeling respected and acknowledged is huge for both parties.

5. Keep your partner in the loop when it comes to business projects.
   This creates a shared history, and he or she will feel more connected to what you’re doing.

How can entrepreneurs keep the love alive while traveling?

“For starters, write out notes or cards for your spouse to find while you’re away, and stash them in creative places; they MUST hold and look at while you’re traveling, maintain visual contact via Skype. This way you can see facial reactions and hear the tone of each other’s voices, which is lost in text-only communication.”

What else can entrepreneurs do?

“Attention, attention, attention!”

Do you have any other tips for our members?

“At the end of the day, attention to your partner and intention to support the relationship are the two factors that will determine how you and your spouse feel. Also, it’s important to know that regaining a romance only takes place when both partners want it. One partner can be the initiator, but the intention has to come from both sides. Love will bring you together; respecting one another will keep you together.”

Lou Paget is the CEO and president of Frankly Speaking, Inc. She is also an AASECT-certified sex educator and a best-selling author of five books, including How to Be a Great Lover. You can e-mail her at lps@franklyspeaking.com.

CRASH AND LEARN

WHAT MY DAUGHTER TAUGHT ME ABOUT RISK-TAKING

FRANCIS HU  EO ORANGE COUNTY

Recently, my company was a victim of serious cyber crimes. Our ex-employees had hacked into our system and stolen customer data, along with other confidential company information. We immediately took care of the security leaks and embarked on legal action. This was my first experience in pursuing such a legal course, and I wanted to know what to expect.

I addressed my situation in our next Forum meeting. Fortunately, my peers had plenty of experience in legal dealings of corporate and personal crimes. Pursuant to all Forum meetings, we followed Gestalt Language Protocol, where members shared their experiences without giving ‘advice.’ Some of the experiences were similar, and some were drastically opposing. However, since no one was giving advice, there were no debates, disagreements or conflicting views on how I should handle my dilemma.

Gestalt Language Protocol, where members shared their experiences without giving ‘advice.’ Some of the experiences were similar, and some were drastically opposing. However, since no one was giving advice, there were no debates, disagreements or conflicting views on how I should handle my dilemma. I picked up some invaluable points and continued toward a successful resolution of the situation.

Looking back, I believe that the Gestalt format was an excellent method of communication. A typical ‘free for all’ discussion would probably have had the following drastic differences: First, the dominant speakers would receive the most talk time, and the quieter members would not be fully heard. Second, our members had widely varying experiences, and we would have ended up debating their views rather than focusing on my issue. Third, I would have received several pieces of advice regarding an action plan, including possibly contradictory ones. I would be under some pressure and obligation to listen to my peers’ advice, and would probably let someone down if I didn’t choose to do as suggested.

Thankfully, I employed Gestalt, and it proved effective. I’m thankful for my Forum and their support during this difficult time in my business, and for the opportunity to communicate my needs in a non-threatening environment.

Francis Hu is the president of Performance Composites, Inc. E-mail Francis at fhu@performancecomposites.com.

How Gestalt Saved My Business

QASIM HABIB  EO KARACHI

My younger daughter, Katie, started competing in gymnastics at age 8. On one occasion, she was at a state-qualifier meet, where she was competing with kids who were very good. Katie noticed that they were much more precise with their routines, and that they were holding their moves longer. On Katie’s floor routine, she has a move where she kicks up to a handstand and lands back on her feet. During the competition, Katie decided to kick a little higher than normal so that she could hold her handstand longer, but she overshot it and fell on her back.

Initially, my wife and I were disappointed that she blew such a simple move and lost points. Why didn’t she just play it safe? I was trying to figure out how to talk to her about not taking risks and making mistakes, and then I caught myself. I should congratulate her for taking the risk. She took a chance to raise her performance, and in this particular case it didn’t work out. Her focus was on improving her routine and performing at a higher level, not on eliminating risks. That mindset allowed her to shake off the mistake and finish her routines strong, and she wound up qualifying for the state meet!

Katie is now 15 and competing on an expert level. She has grown a lot, and is doing skills that are scary to watch. She has had many bad routines, falls and injuries, but she overcame each and bounced back. And for the past two seasons, she hasn’t fallen off the beam in competition. Why? Because she doesn’t think about falling off, she focuses on doing the skills perfectly, and she has the mental confidence not to doubt herself.

Unlike Katie, I don’t have the same positive personality. I don’t like making mistakes, and I don’t deal with setbacks very well. However, my daughter has taught me to focus more on the positives and shake off the negatives. Now, I expect to have setbacks, and I treat them as a part of learning, growing and moving forward. As the saying goes, “If you’re not crashing, you’re not going fast enough.”

Qasim Habib is the president of Quality Punch, Inc. E-mail Qasim at qasim@qualitypunch.net.
On a flight home from a Forum retreat in Barbados, I noticed something different—the WestJet flight attendants seemed happier. Even the guy conducting the seat belt and life jacket skit was grinning like a clown! It was the first time in 10 years of travel that I actually paid attention to the safety announcements, and there was a reason for it.

Around this time, I had finished reading several books on company culture. Having just discussed this topic with my Forum, I was intrigued by what I was seeing on the flight. It seemed I had stumbled upon a company that was actually applying the approach of building culture through higher purpose, core values and valuing their employees. I asked the flight attendants if the behavior I saw was something WestJet cultivated, and if they could describe their company culture.

Without hesitation, they shared how WestJet fosters their core values. Each employee wears a card that has the company mission, core values and the statement: “We are successful because I care.”

The last one really resonated with me. At the time, I was wondering how to evaluate if a strategic hire was considering matching my company’s core values. The flight attendants told me that when it comes to hiring, WestJet:

- Asks behavioral questions, whose answers would validate various core values
- Starts with an open-ended question like, “Tell me about yourself,” and includes fun stuff on their written questionnaire, such as, “What is your favorite type of salad?”
- Has a three-step review process in which they look for culture fits; they will choose less-qualified candidates who share these values over highly qualified candidates who do not.

It was refreshing to hear these employees teach me about the importance of core values in business. Since that flight, I’ve sent a variation of this article to my staff, and it has helped put perspective on what we are trying to do with our own adoption of purpose and core values. Who knew a routine plane ride could offer a lesson on culture and company values?

EO: My Saving Grace

EO TORONTO

EO ARIZONA

EO SOUTH FLORIDA

EO GERMANY

EO CANADA (WINNIPEG)

EO MEXICO

EO CHINA

EO CANADA (TORONTO)

EO NEW YORK

EO CANADA (CALGARY)

EO AUSTRALIA (SYDNEY)

EO CANADA (VANCOUVER)

EO CANADA (CALGARY)

EO CANADA (EDMONTON)

EO CANADA (OTTAWA)

EO CANADA (BURLINGTON)

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“We came together to support an important cause, and left as changed people.”
I met Chris Dobbin about a year ago at an EO Atlantic Canada meeting in Halifax, Nova Scotia. In the weeks following, Chris and I exchanged e-mails about various topics. When a month passed without hearing from him, I fired a quick e-mail to follow up.

His reply: "Todd... sorry I have been out of touch. I doubt you heard. Three weeks ago, our 5-year-old son passed away." I didn’t know Chris very well, but I felt compelled to let him know I was praying for him, and that if he ever needed someone to talk to, I would be there. His reply: "I can meet you at Starbucks in an hour."

That afternoon, I listened to Chris’s story while fighting back tears. Jack, the oldest of three children (Chris’s wife was eight-months pregnant with their fourth child), was the last one in the family to get the flu that was going around. While checking in on Jack overnight, Chris noticed that his breathing had become labored. Before long, Chris was alarmed enough to call 911. By the time paramedics arrived, Jack had passed away. Chris hadn’t slept in three days. His breathing was shallow, his heart was moving slowly, and his bile was coming up in his mouth. That afternoon, I listened to Chris’s story while fighting back tears.

Over the coming weeks, I sent Chris the odd note to let him know that I was thinking of him, but I mainly tried to give him my new friend space and time to heal and grieve. Around that time, I decided I was going to embark on a fundraiser to raise money for pediatric cancer charities. Specifically, I would swim from New Brunswick to Prince Edward Island to raise funds. I had a lot to do to prepare, so I started by informing my friends and colleagues.

As I sat at my desk preparing an e-mail to friends and family asking for donations, I came across Chris’s e-mail address. You can imagine the alarm going off in my head telling me that under no circumstances should I ask a man who just lost his son to donate money to the cause. But something came over me; something larger and more powerful than logic or reason. Every ounce of my heart told me that Chris had to know about this. So, with trepidation, I included him on the e-mail and hit send.

My heart skipped a beat 30 minutes later when I saw Chris’s response in my Inbox. His reply: "Todd. As you can imagine, that was very hard for me to read. Can I swim with you?" I met Chris at the pool the next night. He had on swimmers, and didn’t exactly look like Michael Phelps (I can say that because we’re old friends now). It was April. In four months, we were going to swim 15 kilometers across the ocean. Chris had neglected to tell me that he didn’t know how to swim.

Over the coming weeks, Chris and I exchanged e-mails about various topics. When a month passed without hearing from him, I fired a quick e-mail to follow up. His reply: "Todd. As you can imagine, that was very hard for me to read. Can I swim with you?" I met Chris at the pool the next night. He had on swimmers, and didn’t exactly look like Michael Phelps (I can say that because we’re old friends now). It was April. In four months, we were going to swim 15 kilometers across the ocean. Chris had neglected to tell me that he didn’t know how to swim.

We practiced, strategized, and prepared for the big event. At 6 a.m. on 21 August—a month after losing his oldest son—Chris, myself, and our friend, Peter McCormick, set out from Confederation Bridge to cross the Northumberland Strait. United for a cause, we called ourselves "Three Men in Suits." Ten minutes into the swim, Chris got severely seasick. Seven hours later, and after throwing up almost 40 times, Chris walked onto land in Borden, Prince Edward Island.

On an empty stomach and with a heavy heart, Chris had made it. He swam for Jack and the aptly named Jack in the Clouds Foundation, which helps children combat various illnesses. Chris never complained. He swam for Jack and the aptly named Jack in the Clouds Foundation, which helps children combat various illnesses. Chris never complained. He never made it about himself. He never doubted. On our way home, we were silent, knowing that what we did transcended our friendship. We came together to support an important cause, to remember someone so loved, and left as changed people.

Many business owners are interested in “going green,” but perceived costs prevent them from taking action. The good news is that creating a greener workplace is much simpler and less expensive than you think.

According to Yalmaz Siddiqui, Senior Director of Environmental Strategy for Office Depot, there are some simple ways to jumpstart the green conversation at work.

“Start by making small changes to your everyday purchases and practices,” says Yalmaz. “By starting small, you can go green without feeling overwhelmed. And once your small steps become habits, you can think about additional steps and broader programs.”

Office Depot, an EO partner, offers a five-step program to help you create a greener workplace. By following the below steps, you can create a business that is more efficient, less wasteful and healthier.

1. Ask “Why Green?”

Establish priorities by deciding what you care about most. If cost-cutting is your priority, then choose greener products and practices that deliver cost savings. If you’re concerned about climate change, focus on reducing fuel and energy use. If health and safety are top of mind, seek non-toxic alternatives to current product choices.

2. Buy Green

One of the most common misperceptions is that buying green always costs more. In truth, buying greener products may cost less in the short and long term. To maximize savings, know that products can be green for a variety of reasons, including saving resources and reducing waste; saving energy and reducing emissions; and using safer chemicals. The greatest options are those that result in a lower environmental impact across one or all of these dimensions.

3. Be Green

Outside of the products they purchase, companies can also be green and save money through daily practices. To be green in the office, consider starting a program to help employees reduce waste, fuel, and energy. You can decide where to focus your actions based on priorities and your company’s economic interests.

4. Sell Green

New green thinking is all about encouraging small steps in a greener direction. By “selling” the idea that employees and customers can benefit from making greener choices, they are more likely to join your efforts. One of the best ways to encourage greener practices is to run pilots on greener products or processes. This helps people become comfortable about changing habits. Saving money is another strong driver of behavioral change—a financial model to show how going green can improve the bottom line is something even non-ecologists will find hard to ignore.

5. Talk Green

A growing number of customers are interested in what companies are doing to be greener. By developing a communications plan that describes your green programs and the benefits they offer customers, you can differentiate your organization while attracting new customers and top talent.

For more tips on how to green your business, or to learn how EO’s partnership with Office Depot benefits you, contact Erik Wilcox, EO’s Strategic Alliances Coordinator, at ewilcox@eonetwork.org.
I was never what you would call a ‘mainstream’ kid. After high school, when most of my friends enrolled directly into university, I decided to become a fisherman on a Greek island for a year. The goal was to spend some time away from my family and figure out what to do with my life. That year, while my friends were studying, I was sailing a little boat, trying to plan my future. After giving it a lot of thought, I decided to become an entrepreneur. I wanted to develop innovative products that would make the world a better place.

I got the idea when I was interacting with the dolphins that routinely swam by my boat. These gentle creatures would die on their natural quest for food. I realized that dolphins are in constant conflict with humans, and they can be a great burden on the income of hard-working men. On the other hand, dolphins often die as unwanted bycatch. The bycatch number in the hundreds of thousands per year, and some species are bordering on extinction.

It saddened me to think that these wondrous creatures would die on their natural quest for food. So, in 1997, I started SaveWave, a project aimed at developing ultrasonic devices that are placed on fishing nets. These transmitters disturb dolphins’ sonar systems, preventing them at a safe distance without harming them or the environment.

The item also prevents damage from occurring to fisherman’s catch and nets. I believe that to develop a sustainable business, in today’s business world, an entrepreneur needs to make sure that the knife cuts on both sides. In our case, we aimed to offer clear ecological benefits for the environment and great economic advantages for the people who use our products. It took us two decades to help the dolphins, but the feeling of contributing to their welfare makes it all worthwhile.

EO ASKS

How has EO impacted your life or business?

“For the past 11 years, EO has provided me with a constant stream of opportunities to learn and grow, great global friendships, fantastic support and an awesome community. Joining EO has been one of the best decisions I’ve ever made.”

STUART CHRISP EO NEW ZEALAND

“EO is like a spice channel in my life, it gives me ideas for innovation and creativity, and helps with personal and business growth.”

SRINI LOKULA EO PHILADELPHIA

“I recently faced challenges with opening a section of my business in another state. One call to the EO chapter in that state and everything was taken care of. Weeks of headaches were resolved in 10 minutes! That’s the value of EO.”

STACEY FOX EO IOWA

“Thanks to EO, I’ve made great friends, and have been given opportunities to attend some very interesting events. I also receive exposure to the best businesses in the world!”

GAURA DUBEY EO INDORE

Quick Shots

EO Hong Kong member Sally Ngan’s baby, Serene, is starting her EO journey early.

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The Accountability Factor

Derek Preston EO San Diego

As I took the last step up the ancient stone staircase and walked to the edge of the sun gate, I got my first glimpse of one of the most spiritual places on earth—Machu Picchu. At the rest of my Forum mates made their way to the top, we broke out food and water, sat on the ledge overlooking the massive ruins and caught our breath from the seven-hour hike that had taken us up to the 8,000-foot plateau. We joked, laughed and smiled at the accomplishment we had made. It was a great moment in my life.

As entrepreneurs, we all seek to live lives of abundance—financial abundance, physical health, spiritual realization, emotional stability, etc. What has made EO such a great experience for me has been the emphasis on balancing these goals and finding a group of peers that is willing to act to achieve them, support each other and hold each other accountable. The trip to Peru was a perfect example of the power that EO has to influence people’s lives. Individually, I don’t think any of us would have overcome the inertia of daily life to make a 4,000-mile journey to the highlands of the Andes Mountains. There were a million reasons not to go. Ultimately, the reason we were able to stand shoulder-to-shoulder at the top of Machu Picchu was to see something that few ever will because we had committed to each other that we would make it. As a group, we were stronger than all the excuses. As a group, we had made one another better and pushed each other to accomplish something that will stay with us for the rest of our lives. That’s what EO is all about, and that’s what EO means to me.

Peter Sage is the principal of Space Energy. E-mail Peter at p.sage@SpaceEnergy.com.

Lessons Learned

Following the Right Path

Who do you respect more: someone like John Rockefeller, who built a money-making empire, or someone like John Harvard, who created a leading educational institution? EO Japan’s Yoshito Hori (pictured) recently faced this dilemma with GLOBIS, one of Japan’s leading venture capital firms.

The Problem:
I started GLOBIS in 1992, and within 10 years we achieved a 30- to 50-percent annual growth rate and made more than US$10 million in profit. Though we were successful, we ultimately had to decide what direction we wanted our business to take: go public and capitalize on our success, or convert the business into a not-for-profit? If we chose the former, we knew we would become very rich. If we chose the latter, we could create Asia’s number one business school.

The Solution:
We spent a year and a half mulling over the options, trying to reach our resolution. I used meditation to remove myself from greed and the desires of Asia. Looking back, I don’t regret my decision. My friends have become what I wanted to achieve in life and business. The trip to Peru was a perfect example of the power that EO has to influence people’s lives.

Per the outside world, it probably looked like I had ticked the box called “success.” But what people didn’t see behind the Ferraris and champagne was a stressed and unhappy entrepreneur still trying to prove he was good enough. When I maxed out my working capacity at 133 hours a week, it was only a matter of time before fate would realign my views on life … with the crash.

As I sat on the side of the road waiting for the tow truck, I realized it was time to start asking some honest questions about why I was doing what I was doing. For once, I wasn’t going to be afraid of the answers. The truth was as obvious as it was painful—up to that point, my life, the businesses, cars and toys, it had all been about ME. Me proving I was good enough; me craving the validation that I thought would come from the big house and fat wallets. Me, me, me.

And yet, upon reflection, the happiest times I have experienced had been the rare occasions when EO focused on doing what mattered most for others. That realization alone was huge, and it led me to see business as a way to add value to the world, not take me on an ego-driven quest for significance. Been there, done that, nearly died. Looking back, the car crash was a blessing in disguise. Today, I have a greater awareness of giving back and a better appreciation for the value of life.

Peter Sage is the principal of Space Energy. E-mail Peter at p.sage@SpaceEnergy.com.

The Thrill Never Ends

It’s learning and growing
And making new friends
It’s taking chances and risks
The thrill never ends

It’s good times and bad times
Professional growth for all
It’s learning from our Forums
Through Gestalt Protocol

It’s where fame and fortune Come to play
From a private KISS concert in Vegas To the Playboy mansion in L.A.

But it’s not all about the money It’s about giving, too To the less fortunate and homeless The bare essentials and food

It shrinks our nation and binds our city It showcases our true personality It’s where you’ll find a helping hand From your home chapter or a far-off land

If it’s a shoulder to cry on You’ll find one here So your spouse can still think You’re as tough as you appear

EO is where you’ll come to find We’re challenging each other with resourceful minds We’re supportive and thoughtful And when needed, we’re even there for a funeral

EO has taught me to be a better me For my wife, my kids and extended family I’d be a lost soul without it, of that there’s no doubt I’m twice the man today, than I would have been without

Travis Holowach is the owner of R3 Deconstruction & Demolition. E-mail Travis at travish@r3demo.com.
In May, EO UK-London’s Harry Lyon-Smith (pictured) took the concept of the entrepreneurial journey to a new level by embarking on a trek around the world. His vehicle of choice: a motorcycle fueled mostly by vegetable oil. Octane caught up with Harry during his environmentally friendly adventure.

**Talk about an entrepreneurial journey! What inspired this trek around the world?**

"The simple answer is that ever since I can remember, I’ve had a yearning to travel. However, it really hit me while I was in Cambodia last Christmas. I began fantasizing about riding a motorbike around the world. The fantasy dictated that any self-indulgent journey of mine had to leave minimal carbon footprints on the environment. There were many immediate barriers, but within a few weeks, I had nothing stopping me from going."

**What do you hope to get out of this trip?**

"I suppose it’s the satisfaction of doing the trip, taking a lot of time off without burning any bridges, seeing the world and meeting new people. I’m looking forward to finding new markets, witnessing the world developing and forming my own opinion about it. I am extraordinarily lucky to be able to do this, and not to do something with this luck would be an awful waste."

**You’re a busy entrepreneur. Why take this journey now?**

"In another 10 years, I might not have the desire or energy to undertake such a trip, and then it would never happen in my lifetime. Also, my business is in a good place and growing confidently, so that helps."

**What challenges have you faced while on the road?**

"There have been a few mechanical things that needed fixing, but that was no trouble. For me, the biggest surprise is that when you’re traveling alone, there are times when you are very alone. That may sound obvious, and it is, but I had this stupid idea that I would stop every evening and automatically chat with people. That is not the case, and I have gotten use to my own company now more than ever. I have also been surprised at how easy this trip suddenly became, and how the fears and barriers just do not exist if one’s mind is set on something."

**As you continue your journey, what have been some memorable moments so far?**

"Crossing the Indian Himalayas will be a memory that I will always treasure, and traveling one of the highest and most challenging roads in the world was just extraordinary. Also, witnessing the wildly developing country of Turkey was memorable. Every single road I traveled was being developed into dual carriageways, and apparently it’s the same throughout the country."

**How will you incorporate these experiences into your business or everyday life when you’re finished?**

"I intend to hook back into the business full-time and with some newly acquired worldliness, as well as help develop what we do to greater effect in our markets. Not sure about my private life, but I am sure it will be a bit different."

**How did EO play a role in this adventure of a lifetime?**

"During a Forum retreat in France three years ago, our facilitator conducted an exercise that asked us what we would do if we had two years off. I said I would do a lot of traveling. Since then, my Forum, chapter mates and other EO members have been completely supportive of my goal. EO has been a fundamental enabler of this trip, and I will be forever grateful to the organization and my pals in it."
What inspired you to join EO?
"Being a business owner, I have found that it is often lonely not having a 'boardroom' where you can discuss issues, share new ideas and be challenged. That inspired me to join EO. I now have that boardroom experience I lacked!"

What do you hope to get out of your EO membership?
"Apart from the boardroom aspect, I like what Forum can offer, as well as the global network of like-minded business people that I can tap into."

What are your next steps in business?
"I am about to launch a new brand aimed at 'tweens' (children aged 9-14). This is very exciting and nerve-wracking, as it is a completely new market for us. I am also in the process of bringing a software package I designed to market. I hope that through EO I can add value to this, as it is a completely different type of business model than my clothing-design business."

What about being an entrepreneur do you love?
"I love that you can just point your arrow and go there. You own your destiny. You can shape your future and mould it to how you aspire to live."

What's something most people don't know about you?
"I am a daydreamer..."
Brisbane Member Honored for Entrepreneurial Spirit

EO Brisbane member and CEO of Technogro Nick Bloor (pictured at right) recently received the highest individual national award by Family Business Australia. The Jason Lea award is presented to an entrepreneur who best exemplifies a strong entrepreneurial spirit and a relentless commitment to excellence in a family business.

Member Recognized for Financial Excellence

EO Cincinnati member John Dovich was recognized by Cincinnati Magazine as a 2011 Five STAR Wealth Manager. This is the fourth consecutive year that John was recognized.

Calgary Member Spotlighted Online

Zahra Afsharzad, an EO Calgary member and the creative director of Foundry Communications, was recently featured on AlbertaVenture.com. She was also named “Entrepreneur of the Year” in Chateaubriand’s “2011 Women of the Year” awards.

Philadelphia Member in Wall Street Journal

Lenny Feltoon, an EO Philadelphia member and president of Countrywide Pre-Paid Legal Services, Inc., was recently published in the Wall Street Journal. In the article, “Sales Tip: Read Those ‘Out of Office’ Replies,” Lenny shared how automated e-mail replies serve as great sales leads for his business.

Malaysia Member in Forbes

EO Malaysia member Yoon Li Yong’s company, Royal Selangor, the world’s largest pewter maker, was recently featured in an article on Forbes.com. The article described the history of the company and how they’re preparing for the future.

Member Wins Prestigious Award

EO Minnesota member David Kolb’s firm, Global Tax Network (GTN), recently received the 2011 “Tax/Legal Services Provider of the Year” EMMA award at the annual U.S. Global Mobility Summit. The award reinforces that GTN’s team of professionals “walk the talk” of quality performance in the area of global mobility.

Member Shares Insights in Local Business Times

EO Pittsburgh member Angela Carr was featured in the Pittsburgh Business Times for her company, Turbie Twist, LLC, which began with the rebranding of the Turbie Twist, a super-absorbent towel. In the article, Angela discussed the future of her business.

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.

Looking for EO Multi-Chapter Events?

Visit http://events.eonetwork.org/blog/category/multi-chapter.

Global Learning Calendar

MARCH 2012

18-21 | Global Policy Summit
Washington, D.C., USA

22-25 | EO/Indian School of Business Executive Business Growth Program
Hyderabad, India

MAY 2012

10-12 | Global Leadership Conference
Vancouver, British Columbia, Canada

23-27 | Entrepreneurial Masters Program
EMP Class of 2014, Year 1
Dedham, Massachusetts, USA

24-26 | Global Leadership Conference
Manama, Bahrain

SEPTEMBER 2012

19-23 | EO Istanbul University
Istanbul, Turkey

For more information or to register for an event, please scan the QR code at right or contact events@eonetwork.org.

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