



SPECIAL POINTS OF INTEREST:

- “Only entrepreneurs can create real jobs.”
- “The future arrived yesterday.”
- “By 2013 2/3 of all adult Americans will be entrepreneurs.”

Michael Malone (2009)

- 14% think they accomplish all they believe they could. (S. Covey)

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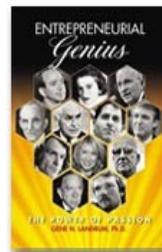
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The Entrepreneur Gene is Speaking

Psychiatrist John Diamond found that 90 percent of people “hate their work.” Why? Because they tend to take jobs for the wrong reasons or because their jobs are what the family deems right. They have been programmed to follow rules, punch the proverbial time clock, and do what is right. Right for whom? Those who preach order for order’s sake, where nothing changes, and mediocrity reigns supreme. When I opened the first prototype of Chuck E. Cheese’s in California, I brought my tradition-bound Midwest mother to visit the store. After a glass of wine, my well-meaning mother turned to me and said,



“Honey, when are you going to get a job?” It would not have worked for me to tell her I was trying to change the world of family entertainment or that I am a right-brained-driven innovator type who hates traditional venues. Irish playwright George Bernard Shaw offered insight into the world outside that conformity box where nothing is exciting or alters the world. A driven workaholic, Shaw worked until his late 90s and wrote these profound words:

“The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself.”

Therefore, all progress depends on the unreasonable man.”

Shaw’s prescient insight was about venturing outside that surety zone called “the box” to find success. Chasing tradition or other people’s ideas about what is right for you is just wrong even if it happens to be

Passion is the investment of those chasing inner dreams and the payoff is a long happy life.

your well-meaning teachers or parents.

When we turn 80, what we didn’t have the guts to do will be far more a problem than those things we did try that didn’t work. Chasing security, or someone else’s dreams, is not only insidious, it is guaranteed to lead to a schizophrenic existence. (read the rest of the article on eson.me website.)

Entrepreneurship – A Passionate Endeavor

The uninitiated confuse *creativity* with *innovation* and *entrepreneurship*. They are not the same and should not be referred to as the same. **Creators** are artisans, **Innovators** are creatively destructive and desire to be different, **Entrepreneurs** commercialize

products. Fundamental to each is a need to chase intrinsic dreams. Most people are ill-prepared to chase enigmatic dreams are to defy tradition. Not so for the eminent entrepreneurs. Innovators and entrepreneurs are willing to go where the pack fears and

destroy existing paradigms to create new ones. Fear then becomes crucial for being innovative. The ability to overcome the fear of the mass mentality and to opt for what is considered dangerous is what entrepreneurs do. Most people are incapable of such fearless moves. (page 4)

“The future exists first in the imagination, then in the will, and only then in reality”

Meet the Four Founders

Marcus P. Zillman, M.S., A.M.H.A.



Advisory Chair for:
Internet and Technology

Marcus P. Zillman, M.S., A.M.H.A.; an eSolutions Architect and Executive Director of the Virtual Private Library. Marcus founded Naples Research and Counseling Center (now called the Willoughbs) a 92 bed psychiatric hospital and was the CEO for 5 years. He also was on the Board of Director and Vice president of the Naples Area Chamber of Commerce, Naples Executive of the Year, Naples Boss of the Year, Merging Founder Board of Directors and

Merging Founder Chairman of the Board of Trustees of International University (now called Hodges University), Founder of NaplesScape, Creator and Founder of BotSpot.com which was awarded one of the Top 100 Web sites on the Internet by PC Magazine, Creator of over 50 Subject Tracer Information Blogs freely available from the Virtual Private Library, Charter member of the Naples Sunset Rotary Club and is currently its President (2008-2010)

as well as the Assistant Governor TRF Rotary District 6960 for 2010-2011. He has authored over 80 Internet publications and his freely available white papers on Searching and Knowledge Discovery have been downloaded hundreds of thousands of times. His blog contains over 11,000 postings and he authors both a monthly newsletter Awareness Watch and column that are freely available over the Internet.

Helena Judith Sturnick, PhD



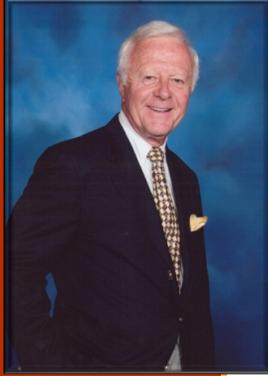
Advisory Chair for:
Thinking for Success

Helena Judith Sturnick, PhD, is a leadership and transition specialist who has been the turn-around President of five universities and colleges, a Vice President for the American Council on Education and director of a national office for leadership development in Washington, DC. Recipient of numerous global and national leadership awards, she has presented seminars and keynote addresses in nine countries, co-

founded a major leadership development program in Sweden, and consulted with the United Nations on global leadership issues. She has written two books, numerous articles and book chapters on effective leadership. A trained and experienced professional coach, she ran her own Consulting and Professional Coaching business for several years and knows first-hand the challenges of entrepreneurship. She has

coached CEO's, executive teams and individuals in a variety of businesses and organizations. Dr. Sturnick specializes in Success Coaching and Creating Dynamic Tools for the Life You Want to Live now. Through her work with ESON and elsewhere, she wants to help you transform your Visions into prosperous and successful Reality.

Meet the Four Founders



Advisory Chair for:
Funding & Capital

Gene Landrum, PhD

Gene Landrum, PhD is a high-tech start-up executive turned educator and writer. As a businessman he launched five firms, three of which he took to over \$100 million in revenues. Gene's most notable achievement was as President and creator of the Chuck E. Cheese concept of family entertainment. Gene has written many books on the vagaries of entrepreneurship, the most notable, **Entrepreneurial Genius**

- **The Power of Passion** that emanated from his doctoral work **The Innovator Personality** - research on what makes the great tick. Gene is now a Professor Emeritus at Hodges University where he has taught entrepreneurship and marketing for many years. He has been the key-

note speaker at three National Inventor's Forums and has done a weekly radio show for two years.



Theodore L. Farah, MBA



Advisory Chair for:
Marketing & Media

Theodore L. Farah, MBA is the owner of E. T. Target Marketing which provides marketing services for B2B and B2C companies. In 1994 Mr. Farah took DARO Products, Incorporated (DPI), to an industry leading manufacturing company in maxillofacial adhesives. DPI was a manufacturing business which produced and distributed products including RF100 and medical adhesives. RF100 was a foam product that was the closest man made substance to the human bone and used by many doctors and dentists to practice

medical procedures later performed on live patients. The medical adhesive was a unique adhesive securing prosthetic noses, ears, eyes and other facial components to the face. DARO Products, Inc. introduced its unique medical adhesive to the movie industry and sales soared along with offers to purchase the company. In 2003 Mr. Farah started a marketing and retail company called Senior Focused Marketing and within three months promoted, sold and opened ten stores. Within a year, the business had 37 stores in 20 states from New

York to Florida to Oregon and many states in between. The business reached peak sales of over \$18 million and was sold in 2006 to a Canadian company.

Mr. Farah was the President and CEO of Angel Flight Southeast, a regional not-for-profit organization. He is also a FAA certified instrument-rated pilot and a tennis professional. He has taught tennis for the better part of sixteen years, a high school and college tennis coach and was the Tennis Director of the largest indoor tennis facility in Wisconsin.

www.ESON.me

Meeting Location, Dates & Time:

- * Hodges University (Naples Campus)
2647 Professional Circle Naples, FL 34119
Science & Technology Building Rm 150
- * 6:30—8:30 pm (see website for map)
- * 2nd Wednesday every month (except August)

Organizational & Membership Information:

- Address: 5767 Persimmon Way Naples, FL 34110
- Phone: 239-449-8556
- Website: www.eson.me
- Email: ted.farah@eson.me

Founder's Contact Information:

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- Dr. Helena Sturnick—helena.sturnick@eson.me
- Mr. Marcus Zillman—marcus.zillman@eson.me
- Mr. Ted Farah—ted.farah@eson.me

Guest Speaker: Edward M Livingston

Patents, Trademarks, Franchising & You.

Mr. Livingston is the founder of the Livingston Legal Firm and is a Registered U.S. Patent Attorney with more than 30 years of experience in patent law, licensing & Marketing, trademarks/servicemarks, copyrights, trade secrets, domain name disputes, franchising, and intellectual property litigation. Mr. Livingston is also Board Certified by the Florida Bar in intellectual property law.



Mr. Livingston has obtained patents in diverse areas of technology, including medical devices, golfing, computer software and business methods. He has represented inventors and defended others in patent infringement lawsuits as well as acted as an expert witness in such cases. Through the years, Livingston has coached youth baseball, and Boy Scouts.

A Passionate Endeavor—Con't page 1

They form committees to validate their move into unknown territory, listen to focus groups or family and friends. Wrong! Don't ever forget. Had Columbus formed a committee, he would still be sitting on the dock.

Until an individual can master a discipline they will not dare alter it. Cite history's examples: Leonardo's *scientific artistry - Viturian Man*, Darwin's

survival of the fittest, Freud's *psychoanalysis*, Einstein's *Theory of Relativity*, or Picasso's *Cubism*. These are all creative or innovative developments that had to violate, or in many cases, destroy existing ways. That is the nature of anything new and the price of all progress. Until a person has the guts to make radical changes they will not make them and therefore will be unable to be an inno-

vative entrepreneur. Most people are never comfortable enough to destroy any discipline until they understand it. In other words, first learn a discipline well enough to know its weaknesses enough to destroy it. For those with such temerity the future will label you an entrepreneurial genius.

(read the rest of this article on eson.me website.)

All About ESON: Where Entrepreneurs support Entrepreneurs and their businesses (2nd Wednesday Every Month)

It is true that "creative people are made not born" (Science Digest), and the best reason to join the new Entrepreneur Society of Naples, where those with new patents, new ideas or a desire

to be more creative will meet monthly to share their ideas with like-minded people. There will be Student, Business, Family and Personal Memberships available to receive the Quarterly ESON Newsletter and the right to present at the monthly meetings.

Guests will pay \$5 at the door. Each meeting will feature a speaker

on topics like: Getting a patent, launching a firm, marketing an idea, selling on the Internet or raising the money to open a store. The 20/30 minute talk will be followed by Q&A and another membership

networking session at the end. Each meeting new members will introduce themselves briefly - 2-minute spiel - on why they are there and where they want to go with whatever they learn. ESON is aligned with the Ft. Myers Edison Inventors Association. Paid members of each club will have reciprocity privileges in the other club. Edison meets on the 3rd Wednesday of each month and ESON meets the 2nd Wednesday of every month.

The next meetings, as with all meetings, are the second Wednesday of every month except August with speakers Ed Livingston on Patents, Trademarks and Copyrights, Helena Sturnick on the Secrets of Maximizing Successful Thinking and Marcus Zillman on the Won-



ders of a Cloudy Web World. The ESON President is Ted Farah, a man who, due to his ability to fashion new ideas into viable businesses, created several successful start-up businesses.