

New location  
for  
ESON  
Hodges U.

# Entrepreneur

Society of Naples



2010 ESON

VOLUME 1 ISSUE 4

JUNE 9, 2010

## MEETING DATES:

July 14th

September 8th

October 13th

November 10th

December 8th

A thought on Business:

*To rise above the level of a machine, one must develop the power of thinking. Become a thinker, learn to produce useful, valuable thoughts and ideas and no machinery will ever be able to displace you.*

B.C. Forbes

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ESON information  
Next meeting highlights—John Fisher

## Entrepreneur Resources in Cyberspace

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

Entrepreneurs are discovering cyberspace at a record rate as a tool to discovery knowledge, collaboration tools and resources to make their goals to become a reality. These resources allow the entrepreneur to clear a path to find the specific information to accomplish their goals and at the same time to create new goals and missions. These internet resources, many of them absolutely free, level the playing field for the entrepreneur thus allowing to compete against existing as well as old time players. Some of these resources taken from my freely available EntrepreneurialResources.info will start you on your path to knowledge discovery for the entrepreneur or those wanting to be an entrepreneur.

### 101 Useful Resources for Online Entrepreneurs

<http://www.blogtrentpreneur.com/2008/03/10/resources-for-online-entrepreneurs/>

**12seconds.tv - Video Status Updates**

<http://www.12seconds.tv/>

**About: Entrepreneurs and Entrepreneurship**

<http://entrepreneurs.about.com/>

**Academy of Management**

<http://aom.pace.edu/>

**Action Method - Project Management, Productivity and Task Application**



**“CYBERSPACE AS A  
TOOL TO DISCOVER  
KNOWLEDGE!”**

“These internet resources,  
many of them absolutely  
free, level the playing  
field for the entrepreneur”

<http://www.actionmethod.com/>

**AdlandPro - Free Classifieds, Advertising and Promotion**

<http://www.adlandpro.com/>

**AllConferences.com - Directory of Conventions, Trade Shows, Convention Centers and Meetings**

<http://www.AllConferences.com/>

**Amazon Simple Notification Service (Amazon SNS)**

[http://aws.amazon.com/sns/?ref=pe\\_8050\\_15058410](http://aws.amazon.com/sns/?ref=pe_8050_15058410)

“Genius is one percent inspiration, ninety-nine percent perspiration”



**Gene Landrum**  
Funds Chair

**Your  
attitude will  
defeat you  
faster than  
your  
competition.**

## Want Seed Money? Find an *Angel* with Passion for your Idea

**By Gene N. Landrum**

Having worked with three men who raised \$200 million in venture monies it soon became apparent that they never got the bucks without numbers that justified the investment, but the investment was never made unless the investors were totally immersed in the idea and were deeply passionate about the opportunity. History shows us that investments are very patterned with the first money coming from family and friends followed by Angels, then VC's or Investment bankers and then a public offering (IPO). Remember, angels never want to invest unless they believe the principles are so deeply involved financially and psychologically, that cannot afford to fail.

The *Family & Friends* investment cycle is typically about \$50,000 - \$250,000 of seed monies. These funds got them through the Beta and Market testing stage where the risk is mitigated. This is followed by

**“angels never invest unless principles are deeply involved financially.”**

an Angel money stage or SBA loans of \$200,000-\$500,000. They expect a 3-4 year exit opportunity with a 10X return on their investment. They are followed by VC's and Investment bankers who are only interested in \$2 - \$5 million investment opportunities. They must see an 18-month window to an IPO with a 5X-10X return on their money. The initial public offering game is over \$5 million

of public money. *Studies show that only about 3% of Angel private placements get funded and about 12% of VC's.*

Dr. Gene preaches, “*Bears* make money, *Bulls* make money, but *Pigs* seldom make money,” so be very careful of your inner motivations. Getting funded usually comes down to a ‘greed’ vs ‘fear’ game. It is the underlying variable on whether new entrepreneurial ventures get the money or not – the greed potential must exceed the fear of whichever group you are chasing. In the early stages go after equity not debt despite the leverage that exists in the later! Why? If you use debt and you don't repay it they own your company. If you use equity and you don't pay dividends they don't have lunch with you again.

### Stay in Close Communication with Customers

When sales at the Harley-Davidson Company, the legendary motorcycle manufacturer, began to fall, senior management had to turn things around and fast.

Harley's executives hit the streets to seek out their customers. They attended rallies and conventions to view just how motorcycle enthusiasts customized and modified their Harleys. They even went on a cross-country road trip on Harley-Davidson motorcycles to find out just how well they stood

up to life on the road.

It worked. With the wealth of information gathered, Harley-Davidson was able to make major improvements on their current models as well as design some new bikes, and sales climbed back up as a result.

In addition, the company boosted its customer loyalty rate to an incredible 90 percent, all because management at Harley put themselves in touch with their customers, listened closely to what they had to say and took actions.

Digging for facts is smarter exercise than jumping to conclusions.

**“The ladder of  
success may now  
be an elevator,  
but it is still self-  
serve”**

## The Dollar and Your Business ?

By Ted Farah

What does the fluctuation of the dollar have to do with your business success or failure? Does the global market really affect my small business here in South West Florida? I do not trade with Europe so will the fall of the Euro dollar have any effect on my business? Let's draw the line from last month's article on Angels and banks to this month's topic of the fluctuating value of the dollar.

It is the Federal Reserve's responsibility to maintain the value of the dollar partly by the supply it releases into the marketplace and partly by the interest rate it charges banks to purchase dollars. Did you know that the Federal Reserve (the Fed) is not a government entity or controlled by the government but a separate and independent Board of Governors of the Federal Reserve system which controls the supply of the United States dollar? Lately there have been accusations that the Fed has been printing a lot of dollars to pay for the United States debt. You may even have heard that the US government is monetizing its debt (buying the debt back with its own printed dollars) which is very dangerous for the value of the dollar - it could cause excessive inflation which devalues the dollar and ultimately your business. You know, taking a bushel full of dollars to the store to buy a loaf of bread - the Weimar Republic effect. But yet the value of the dollar has been rising over the past thirty days so what is going on?

You may have also heard that the Senate passed its financial reform bill in May which differs greatly from the House's passed version and the process to reconcile the two bills will start shortly so the President has just one bill to sign. As mentioned last month in the Angels

and Banks article, angel investors and banks are a partial focus of the legislative financial reform bill where Congress hopes to tighten and restrict monetary policies - which means a slower flow and less money going to small businesses and entrepreneurs from investors and banks. Banks get their money from either depositors, profits or buying it from the Fed. Angel Investors get their investment capital from past wealth or profits from investing in other businesses. But right now banks

are forced to hold a larger percentage of its cash reserves which in effect limits banks to lend only to very safe customers. These restrictions prevents banks from loaning those same dollars out to business owners and entrepreneurs as their needs are considered more risky. Angel investor regulations (outlined last month) are also tightening which will slow and restrict the investing in small businesses and force them to take the safer investment option as well thus limiting their profit and available capital to invest in the future. As the cycle goes around, if less money is being lent out and only to conservative options, banks and angel investors are getting less profit and interest from those loans and in turn banks and Angels have even less dollars to invest or loan out. The Fed is in effect chocking off the fuel supply - money - for the growth of small businesses.

### The Strong Dollar

The dollar's value has been increasing lately because of the turmoil in the rest of the world. Spain has been downgraded as an investment opportunity and Greece needed a large bail out as its debt is 115% of its GDP, Portugal, Italy and Ireland all are in financial straits. By the way, the acronym for these troubled countries is PIIGS. I am sure that was just a coincidence. Anyway, when the rest of the world is in turmoil, foreign investors look to the dollar as a safe-haven. Thus, the demand for the dollar increases and its value rises because foreigners are buying the US debt

as a place to hide their money during the "Euro-zone jitters," the North Korean war of words, Israeli's battle with Hamas, China's battle with its own real estate bubble, Australia's tax assault on commodities and Canada's increase in its interest rate. So, as the rest of the world becomes more turbulent, the investment money is flowing into the United States which helps keep the dollar's value strong, and as the value of the dollar grows some of those investment dollars will trickle down to small businesses as investors look to increase their profits in a market that is stable. And that is the rosy view.

### The Global Affect

Bank loans and angel investors are global businesses so competition for these limited funds are international even though your business may not be. Banks in Europe have come under greater regulation and restrictions on their lending policies so entrepreneurs and small business owners in Europe and around the world have a more difficult time acquiring financing so they naturally gravitate to the U.S. to search for their venture capital funds. Plus, medium sized companies—domestic and foreign, hurt by the recession, are competing for the same limited funds as the small business owners so it is possible that the competition for a more limited money supply will become a global event as the rest of the world sorts out its troubles. The net result is small businesses and entrepreneurs in the U. S. will feel the pain of a global recession in their business budgets and wallets.

**“venture capital is becoming a competitive global process”**

## (Con't from page 1): 101 Useful Resources for Online Entrepreneurs

**Arktan - Connecting Your Digital Activity**

<http://www.arktan.com/>

**AskMe from StartUps.com**

<http://askme.startups.com/>

**AudioPal - Free Website Audio For Everyone**

<http://www.audiopal.com/>

**Auditude - Audience Powered Media**

<http://www.auditude.com/>

**Babson College**

<http://www.babson.edu/entrep>

**BatchBook - Small Business Customer Relationship Manager**

<http://www.batchblue.com/>

**Beyster Institute - Advancing Employee Ownership and Entrepreneurship Worldwide**

<http://www.beysterinstitute.org/index.cfm>

**Big Start Ups - Start Something Big**

<http://www.bigstartups.com/>

**Bill Snow - Entrepreneurial Links**

[http://www.billsnow.com/Entrepreneurial\\_Links.htm](http://www.billsnow.com/Entrepreneurial_Links.htm)

**Blogtrepreneur - Entrepreneur Blog**

<http://www.blogtrepreneur.com/>

**Bplans.com**

<http://www.Bplans.com/>

**BizzBangBuzz - Technology & Startup Blog**

<http://bizzbangbuzz.blogspot.com/>

**Biz Info Library (BIL)**

<http://www.bizinfo library.org/>

**Bizmazing.com - Amazing Insight for Business Today**

<http://www.bizmazing.com/>

**BizShark - Internet Business Search Engine**

<http://www.bizshark.com/>

**BizStats - Comprehensive Business Statistics, Financial Ratios & Benchmarks**

<http://www.BizStats.com/>

**Blogtrepreneur - Entrepreneur Blog**

<http://www.blogtrepreneur.com/>

**Bplans.com**

<http://www.Bplans.com/>

**BizzBangBuzz - Technology & Startup Blog**

<http://bizzbangbuzz.blogspot.com/>

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<http://www.bizinfo library.org/>

**Bizmazing.com - Amazing Insight for Business Today**

<http://www.bizmazing.com/>

**BizShark - Internet Business Search Engine**

<http://www.bizshark.com/>

**BizStats - Comprehensive Business Statistics, Financial Ratios & Benchmarks**

<http://www.BizStats.com/>

**“Visit our Member’s Only Section for the complete list!”**

**Biz Toolkit - Tools and Resources for Business Success by the James J. Hill Reference Library**

<http://www.biztoolkit.org/>

**Blawg - Your Source for Legal Blogs, Podcasts and News Feeds**

<http://www.blawg.com/>

**BookFresh - Online Scheduling Software for the Small Business Owner**

<http://www.BookFresh.com/>

**Boopsie - Find Your Mobile Data in Seconds**

<http://www.boopsie.com/>

**BrandDoozie - Web Tool for Do It Yourself Marketing**

<http://www.branddoozie.com/>

**Bright Ideas Labs - Bring Your Ideas to Life**

<http://www.brightideaslab.com/>

**Bug Labs - New Generation Creativity**

<http://www.buglabs.net/>

**Bulkish - Free Classifieds Site for the**

**United States**

<http://www.bulkish.com/>

**Bungee Connect - Highly Interactive Applications Platform-as-a-Service (PaaS)**

<http://www.bungeeconnect.com/>

**Business.com - Small Business Information**

[http://www.business.com/directory/small\\_business/reference/](http://www.business.com/directory/small_business/reference/)

**Business.gov - The Official Business Link to the U.S. Government**

<http://www.business.gov/>

**Business and Entrepreneur Development**

<http://www.ybiz.com/aybizweb/Resource%20Center/Links/Links1.html>

**Business Finance - Small Business Loan Resources**

<http://www.businessfinance.com/>

**Business Intelligence Resources**

<http://www.BIResources.info/>

**BusinessJeeves - Latino/Hispanic-American Entrepreneurial Resources**

<http://www.businessjeeves.com/MoneyLatino.html>

**BusinessJeeves - Asian-American Entrepreneurial Resources**

<http://www.businessjeeves.com/MoneyAsian.html>

**The BusinessMakers Radio Show - Information Resources for Entrepreneurs**

<http://www.thebusinessmakers.com/>

**Business Town - Small Business Resources and Assistance**

<http://www.businesstown.com/>

**BzzAgent - Leading World of Mouth (WOM) Media Network**

<http://www.bzzagent.com/>

This is just a sample of entrepreneurial resources listed under A and B to give you an idea of the plethora of sources available to the entrepreneur who is serious about changing the world with their new service or product! Visit our Member's Only section for the complete list!

**Advertising your business  
&  
Support ESON**

**This block**

**Only**

**\$125  
(one year)  
(4.25x4.6)**

**Advertising your business  
&  
Support ESON**

**This block**

**Only**

**\$75  
(one year)  
(4.3x2.9)**

**Advertising your business  
&  
Support ESON**

**This block**

**Only**

**\$75 (one year) (1.6x7.5)**

**Advertising your business  
&  
Support ESON**

**This block**

**Only**

**\$100  
(one year)  
(4.3x2.9)**

**Advertising your business  
&  
Support ESON**

**This block**

**Only**

**\$25  
(one year)**

Virtual Private Library

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

Post Office Box 114  
Naples, Florida 34106

Res: 239-262-2565  
Cell: 239-250-5978

[zillman@VirtualPrivateLibrary.com](mailto:zillman@VirtualPrivateLibrary.com)  
<http://www.VirtualPrivateLibrary.org>

Next Month's Meeting (June 9th)  
Guest Speaker: Mr. Blasé Ciabaton

As the VP of Sales and Marketing at Naples PrintSource, Blase has helped to usher in a company name-change and substantially grow the company's direct mail business. In 2009, Blase used his 6 years of expertise as a direct mail professional to launch the blog [www.TheDirectMailMan.com](http://www.TheDirectMailMan.com). Blase is sought after as a speaker on the topics of printing, direct mail marketing, customer prospecting and fundraising; he has presented to audiences at the Community Foundation of Collier County, the local chapter of PRSA (Public Relations Society of America), and the Greater Naples Chamber of Commerce, among others.

Blase is actively involved with several local networking organizations including The N.A.P.L.E.S. Group where he serves as the Program Chair and is a member of the Executive Team. In 2009, Blase was presented with the "Liz Cashman,"/Member of the Year award by his peers in the N.A.P.L.E.S. Group. Blase has served in various volunteer capacities at the Greater Naples Chamber of Commerce, including as Chairman of the Chamber's Business Education Committee where he was recognized as the Business Education Volunteer of the Year in 2008.

As a result of his business accomplishments and civic involvement, Blase was selected by Gulfshore Business as a member of the 2009 "40 Under 40" business professionals in Southwest Florida.

Blase is a father of 4, with the oldest being 12 years old. Blase has a daughter in preschool, 2 children at Naples Park Elementary School, and his oldest son attends Pine Ridge Middle School. Blase's pastimes include mountain biking, and rock climbing. In addition, he enjoys reading books on his electronic Kindle reader about the topics of marketing, fund raising, polar exploration & mountain climbing. Blase loves traveling and spending time at the beach with his wife and children.

# www.ESON.me

NEW 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](http://www.eson.me)
- Email: [ted.farah@eson.me](mailto:ted.farah@eson.me)

Founder's Contact Information:

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- Dr. Helena Sturnick—[helena.sturnick@eson.me](mailto:helena.sturnick@eson.me)
- Mr. Marcus Zillman—[marcus.zillman@eson.me](mailto:marcus.zillman@eson.me)
- Mr. Ted Farah—[ted.farah@eson.me](mailto:ted.farah@eson.me)

## ESON Mission:

*Creativity, Mentoring & Success  
Outcomes for Entrepreneurs*

## Show-n-Tell

### Guidelines

1. Only members in good standing will be allowed to request a Show-n-Tell presentation at a general meeting.
2. A written request must be made at least 60 days in advance of the requested general meeting date.
3. A short paragraph about the product must be presented along with the written request. (Will be featured in newsletter if approved.)
4. Any handouts or material to be distributed during the presentation at the general meeting must be submitted with the written request.
5. Only written (email) requests will be accepted for Show-n-Tell presentations. Please no phone calls.
6. Please submit all Show-n-Tell requests to [helena.sturnick@eson.me](mailto:helena.sturnick@eson.me)

### June: Show-n-Tell Presentation



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