



2010- 11 ESON

MEETING DATES:

December 8

January 12, 2011

February 9, 2011

March 9, 2011

April 13, 2011

“Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage.”

Niccolo Machiavella

“The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.” Peter
Drucker



Entrepreneur

Society of Naples

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Dr. Gene having lunch on his Naples patio with Chuck – discussing the vagaries of a new business start-up and how the attempt to circumvent municipal laws against coin-operated games ended filling a void in the market for family entertainment.

Wall Street analysts never quite understood that Chuck E. Cheese was not in the pizza or games business – the firm was in a business that had married pizza and food items with games and entertainment that filled a void in the market for a place where on Friday night - mom, dad, the kids and grandparents could enjoy the night out together.

Know the Business you are in – Many early personnel never understood what business they were in and had to be terminated – Bushnell, the Chairman also didn't understand but liked the #'s so didn't change it.

Industry specialists did not understand how a pizza store could pay \$5000 for a costume - ignorant of the fact that first-time costs are never long-term costs as the costume cost by the 5th store was \$300 – so never base your decisions based on a prototype cost

Investment Savvy: Investors bought stock for \$1 per share in 1979-1980; could sell it in 1982 at \$30 per share for 30X return

Simple Ways to Boost Your EQ At Work

by Jenny Craig, LCSW, BCD, CEO of Live your Power™

What is one thing that can make or break your business? Relationships. They span over every aspect of business from initially explaining your business idea to making your first sale to growing and maintaining a business. Relationships touch every aspect of business.

As Ben Stein stated, “Personal relationships are the fertile soil from which all advancement, all success, and all achievement in real life grows”. Businesses spend a tremendous amount of time and money managing the outcome of poor relationships. Think about how much time you have personally wasted on that one person at work who pushes your buttons. Time spent being frustrated, venting, or “just doing it yourself” to avoid the latter. Time

that could be better spent accomplishing your goals and the tasks you planned on completing that day.

If there were a simple tool that can help you get along better with others and reclaim that lost time, would you want to try it?
Great!

Please answer these two questions, with your gut response:

- 1.) At work, are you someone who is quick with decisions or do you like to take time and be more thoughtful with decisions?
- 2.) At work are you someone who focuses more on people or getting results?

Your gut response to these questions is the quick method to discovering research by Dr. William Marston that has been utilized by more than 40 million corporations world-wide as the



Relationships touch every aspect of business..

Focus On: Karen Moore's *Southwest Florida Business Today*

By Kathryn Williams, MBA

Karen Moore has spent her entire career in one field. With a degree in advertising, she began her newspaper advertising sales career at the Chicago Tribune. Equipped with an MBA she transitioned to advertising sales management first in St. Louis, then Tampa and Ft. Myers. Her love of the industry led her in 2007 to establish *Southwest Florida Business Today (SWFBT)*, a niche business publication dedicated to serving a very narrow target audience—and serving it as deeply as possible.

Throughout Karen's career, whenever she moved to a new city, she subscribed to the local business newspaper to familiarize herself with the community's leaders and to immerse herself into the area's business climate. Upon arriving in Cape Coral in 1999 to manage the advertising at the Breeze Newspapers, she discovered the area was lacking such a publication and she made a subconscious note.

In 2007 Moore became convinced the time was right to establish a business publication. In meetings with local business community leaders she determined she had good support for her idea as a single source of information geared to local businesses in the tri-county area of Lee, Collier and Charlotte.

Understanding the nuances of a good business plan, she sought guidance from the Small Business Development Center to create an appealing business plan with the goal of obtaining a loan to launch her business. In March 2007 banks were tightening up money and Moore did not have enough cash in hand to receive financing. So with the full support of her husband and two children, she self-financed a C-corporation using her retirement funds and some family financial support.

From the start Karen has envisioned her company as a multimedia publishing concern using different frameworks for growth. This enables the firm to evolve and expand in order to interact with her audience to meet their needs. Nowhere does the word newspaper appear.

Having this vision enables Moore to handle unforeseen contingencies. *SWFBT* started as a semimonthly with an editorial staff plus a payroll company, bookkeeper, accountant and distributor for the publication. Once the market showed continuing signs of slowing down, Moore amended the editorial focus to "news you can use" generated by the local business community using expert guest columnists in a monthly format. In addition, Moore changed her distribution model from mail-based to direct delivery with area distribution points. Today *SWFBT* averages 4,000 issues each month with an estimated readership of 12,000.

Following her business plan, she unveiled her website in 2008. Currently the site serves as a comprehensive business resource directory. Her plan for 2011 is to make *SWFBT* hyper-focused on delivering the most current local business information.

Advertising drives her revenue stream, when the economy continued to soften in 2008 she began diversifying and started a marketing consultancy and became involved in business seminars. Concluding the consultancy didn't fit her business model, she continued working the on seminars. In 2009 *SWFBT* presented the area's first business entrepreneur seminar, "Turning Your Passion to Profit", partnering with the Small Business Development Center, and sponsored by local businesses. By coincidence she found her first keynote speaker when she heard Gene Landrum speak before a local marketing group! Last month 100 business people attended the second annual all-day seminar.

This publisher has a mission with each issue to bring timely information that local firms can use in their business now. And Moore has been rewarded for her vision with national, state and local business honors, including being named "Best In Show" in 2009 by the 3000-member national Association of Free Community Papers and being nominated for the Fort Myers Chamber of Commerce "Small Business of the Year" in 2008.

WHO'S WHO IN THE FIELD OF INTELLECTUAL PROPERTY

By: The Livingston Firm

There are many factors to consider before choosing an attorney to handle your IP matters. Before making a decision you should first understand the differences between U.S. registered patent attorneys, patent agents and IP attorneys and what services each may offer. The IP field of law is expansive and includes patents, trademarks, copyrights, trade secrets, licensing and franchising. Patent agents and IP attorneys are limited by law as to what IP services they may offer; whereas U.S. registered patent attorneys are allowed to offer all services in the IP area of law, including preparing and prosecuting patent applications. U.S. registered patent attorneys are required to hold dual licenses, which requires the passage of a state bar exam and the passage of a federal bar exam administered by the United States Patent and Trademark Office ("USPTO").

The preparation of a patent application and the subsequent prosecution of a patent application in the USPTO is an undertaking which requires knowledge of patent law and rules, USPTO procedures and knowledge of the scientific or technical matters involved in a particular invention. For these reasons, inventors may only employ the services of U.S. registered patent attorneys or patent agents to draft, file and prosecute patent applications on their behalf.

The USPTO registers patent attorneys and non-attorney patent agents only upon their meeting the requirements set forth by the USPTO. Some of those requirements include having a background in technical subject matters, such as engineering or science, and passing a rigorous bar exam. No other persons are permitted by law to represent inventors before the USPTO. Although patent agents are allowed to prepare patent applications and conduct the prosecution of patent applications in the USPTO, these are the only services a patent agent may legally provide to an inventor. Patent agents cannot render legal advice or obtain trademarks, negotiate licenses, conduct patent litigation in the courts, or perform various other services, all of which the Florida Bar considers the practice of law. On the other hand, U.S. registered patent attorneys can prepare patent applications and conduct the prosecution of patent applications in the USPTO in addition to providing legal services such as handling litigation matters, negotiating and/or drafting contracts relating to the sale or licensing of a patent, submitting your ideas to companies, preparing and filing trademark and copyright applications, franchising, incorporating your business and rendering legal advice. A U.S. registered patent attorney is able to assist in all areas of intellectual property law and is not limited in the services they can provide as are patent agents and IP attorneys.

It is important to note that just because an attorney is a U.S. registered patent attorney, it does not mean that he or she is allowed to practice law in the particular state where he or she is residing. If a U.S. registered patent attorney is offering patent services from within a state and he or she is not a member of that state's bar, then that U.S. registered patent attorney is technically practicing as a patent agent and should not be holding himself or herself out as a U.S. registered patent attorney or offering services which would make him or her guilty of the unlicensed practice of law. Therefore, it is important to always make sure that a patent attorney is a member in good standing of your state's bar association before retaining him or her to perform any services.

If an attorney advertises as being an IP attorney, but is not a U.S. registered patent attorney then that IP attorney is unable to prepare patent applications, conduct the prosecution of patent applications in the USPTO or render advice regarding these matters. However, IP attorneys are allowed to provide the other legal services involving IP matters, including litigating patent infringement cases.

One other group worth mentioning that offers services in the patent and IP fields are so-called invention development companies. Invention development companies are private companies that claim to help inventors develop, patent, and promote their inventions so they can be commercially licensed or sold. While some of these organizations are legitimate, the majority of them are not. In fact, due to the many problems inventors have had with such companies over the years, the USPTO discourages inventors on their web site, www.USPTO.gov, from dealing with any invention development company and recommends that inventors retain the services of a U.S. registered patent attorney or patent agent.

CONCLUSION

Selecting the right attorney is always an important decision, especially when dealing with the patent process and other IP matters. You should consider whether the attorney you choose has the expertise to assist you with all aspects of your intellectual property matters, including rendering legal advice regarding business, licensing and franchising matters. For example, if you are interested in obtaining a patent on a new idea and intend to license the idea to others in the future, it is better to find one law firm that specializes and handles patent as well as all other areas of IP and business law. Choosing a law firm that can assist you with all of your IP matters, as well as the business issues associated therewith will help you attain your goals more efficiently. However, no matter whom you choose to handle your patent and IP matters it is important that you seek advice from competent counsel as a first step prior to investing money and/or time into any venture.

The Livingston Firm specializes in all areas of intellectual property law including patents, trademarks, copyrights, trade secrets, franchising, litigation and business law. As the largest full-service intellectual property law firm in Southwest Florida with over forty years of combined experience, The Livingston Firm can be there to assist you from beginning to end with protecting your ideas and inventions and getting those ideas and inventions to market.

Simple Ways to Boost Your EQ At Work (con't)

beginning step to improving relationships. A thorough assessment involves 28 online questions and provides an average of 55-75 pages of information just on you. Let me give you a simple overview of insight into yourself. Below you will find four basic behavioral styles. Each of us has all of the styles in us although one is typically more dominant than the others. Once you discover your dominant style, check out how people can communicate their goals best with you, blind spots of areas to be aware and how to flex our behaviors to become more successful.

If you answered:

Quick Decision Maker and Results Focused:

Your Style is Direct. You are counted on to solve problems and get quick results. You like to test yourself with new challenges and you Get it Done.

To Communicate Best With You: Be Direct, Clear, Concise and to the Point. Compliment Your Results. Know answers to "What" questions.

Be Aware: Others might find your style Bossy and Demanding

Flex: Hold back and get input from others, tell others how you weighed the pros and cons, exercise patience

Quick Decision Maker and People Focused:

Your Style is Influential. You are counted on to keep the group lively and enthusiastic. You like to Get Excited.

To Communicate Best With You: Take time to Socialize, Have Fun, Get Excited

Be Aware: Others may feel like you are wasting time, need you to be more detail oriented, and stay on task

Flex: Stick to the facts, organize your thoughts; ask others what they need from you

Thoughtful Decision Maker and People Focused:

Your style is Steady. You are counted on to be steady and cooperative. You like people to Get Along.

To Communicate Best With You: Be Supportive and Friendly. Allow time to make Decisions.

Be Aware: Others might think you are passive and resistant to change.

Flex: Be more assertive and direct. Allow change to occur and keep an open mind.

Thoughtful Decision Maker and Task Focused:

Your style is Conscientious. You are counted on to be conscientious, accurate and detail-focused.

To Communicate Best With You: Give clear expectations and allow time to make decisions.

Be Aware: Others might think you are a perfectionist with too high of standards.

Flex: Relax. Prepare, but don't over prepare. Share an overview – not all the details.

Research demonstrates that increasing understanding of relationships has been shown to have powerful benefits including increased productivity and profits as well as decreased turnover and frustration. My natural preference is thoughtful decision maker and task focused. It is my pleasure to let you know that I have learned to cut out a lot of details and I will demonstrate how I have learned to "flex" my behavior by making this article short and informative. On that note, I will end with the wise words of Sue Marsha who said, "Blessed are the flexible as they will never be bent out of shape".

Jenny Craig, LCSW, BCD

www.liveyourpower.com

When you are ready for real change...™



Dr. Gene with Chuck at the opening of a new store in 1978 – just one of the 150 he built as President. His mother looked at him and asked, "Honey, when are you going to get a real job?" Yeah, Mom!

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Southwest Florida
BUSINESS TODAY
www.swfloridabusinesstoday.com

News.

Southwest Florida Business Today is the sole source of local business news serving the tri-county area of Collier, Lee and Charlotte. This bi-weekly newspaper is a niche publication direct-mailed to business decision makers. Every issue we strive to better meet our reader, advertiser, and potential advertiser needs. If you want to reach business owners, we deliver your business, through your advertising message, directly to them.

Customers.

Three thousand newspapers are direct-mailed to business owners and executives every-other-week. One thousand are delivered to local chambers of commerce. One thousand are delivered to "businesses doing business with other businesses". Sound like a market you need to reach?

Results.

"Our first ad in the first issue of *Southwest Florida Business Today* landed us a sale that more than paid for the price of our ad campaign, and is delivered directly to our target market. Thank you, SWFTBT!"

Amy Rouskey, Manager, The Letter Box

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Next Meeting (December 8th)
Guest Speaker: Jenny Craig, LCSW, BCD

Jenny Craig is a licensed clinical social worker, board certified diplomate and founder of the Live your Power™ Program. Jenny has a background in neurology and psychology and has studied in nine different countries. Utilizing her skills as a licensed clinical social worker and national educator, Jenny is a sought after executive coach and keynote speaker as evidenced by providing professional training seminars in 48 states. She provides a weekly "Check up from the neck up" on the Bob Harden radio show and has appeared on WINK, CBS, FOX and the Lifetime Network. She has recorded numerous training CD's for helping professionals and has published the books *Weighing Your Options* and *Free to Be*. She is currently in the process of publishing her next book *Live your Power* providing clinical tools for changing neurological pathways and living your best life. Ms. Craig gives back to the community as membership director of the Kiwanis Club of Pelican Bay, professional development chair of the American Women's Business Association and is a member of the NASW and NAPLES group. In her free time she enjoys fishing, scuba

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)

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