



The Entrepreneurial Spirit

When the term “Entrepreneur” was first coined in 1723 (a French term credited to the French economist Jean-Baptiste Say) it was used to refer to qualities of leadership, initiative and innovation in manufacturing, delivery and services. It also implied that a certain amount of risk was being incurred by the leader.

Use of the term has evolved since then with more focus on

the innovation and risk-taking effects of entrepreneurship. As a result, Entrepreneurs have become celebrities of the business world - think Richard Branson of Virgin, Steve Jobs of Apple, Mark Zuckerberg of Facebook and others who see innovations in technology which made them billionaires and earned them constant media attention.

But just having great business ideas doesn’t make a new business owner an Entrepreneur. There are attributes that set Entrepreneurs apart from the business owner who’s selling products and services needed in every town across America.

Just providing a quality product, a valuable service

*“My biggest motivation? Just to keep challenging myself. I see life almost like one long University education that I never had - everyday I’m learning something new.”
- Richard Branson*



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- Home Care Nursing Associations
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- Medical Billing Services
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- Pharmaceutical Distributors
- Pharmacies
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Manufacturing Industry

- Tool and Die
- Fabricators
- Mold Extrusions
- Snack Food
- Packaging
- Aluminum Siding
- Glass and Glazing
- Industrial and Automotive Tools



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at a good price doesn't earn Entrepreneurial status. More is needed.

Like all successful prodigies (Tiger Woods in golf, YoYo Ma in music, JFK in politics) successful entrepreneurs often report that early on in their lives they knew the direction they were headed. It was like a destiny they saw coming. They often had been steeped in business discussions with mentors who recognized their genius when they were young and helped them find opportunities and make important connections.

As a result, successful entrepreneurs display tremendous self-confidence

and deep "knowing" that their ideas or vision will come to fruition and be successful. This same trait can also make them impatient with those who don't have the same intrinsic belief in the entrepreneur's dream.

The spirit of the Entrepreneur is often most evident in their ability to focus and stay true to their vision and get others on board. They are often described as "charismatic" and "persuasive" but the element of charisma is not as critical as once thought. Recent research shows that discipline and the ability to clearly communicate the vision trumps charisma.

Entrepreneurs also have an innate ability for innovation and creativity. They tend to be curious about everything and see solutions to market problems that others miss. Put simply, they're able to connect the dots through insight and intuition that goes beyond academic learning.

A key difference between innovative Entrepreneurs and their Corporate Manager

JEFF BLEACHER



"Working with Entrepreneurs and Business Owners who love their work fuels the passion for our work as well. When people put their heart and soul into what they believe in, many amazing things can happen. Our job is to help guide and direct the Entrepreneur and take care of the things he or she isn't always so fond of — the accounting tasks!"



KEN FALK (on the right)

"While accounting brings order and logic to the Entrepreneur's vision and dream, we also work beyond the numbers to clarify the opportunities and challenges and to be supporters of the Entrepreneur in the business sense, but also to help him or her to achieve their passion and their goals."

"Logic will get you from A to B. Imagination will take you everywhere."
- Albert Einstein



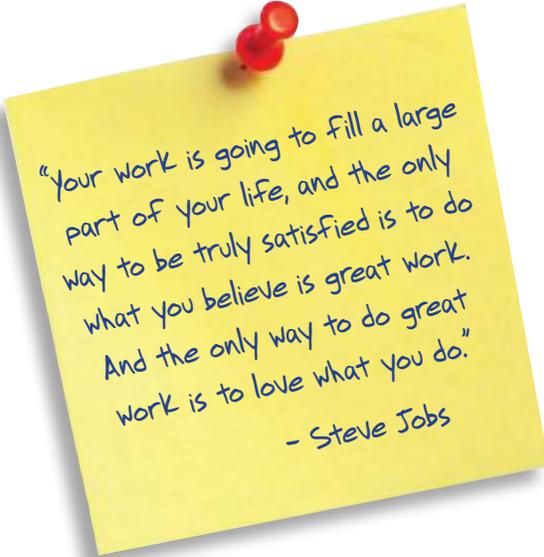
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cousins is their ability to create their own business rules. They're not anti-establishment types, so much as they just don't see the need to do things a certain way "just because we've always done it that way." Entrepreneurs are clearly focused on finding better solutions to problems and to finding opportunities that the

market doesn't even know it wants. Steve Jobs was brilliant at knowing what we wanted, as consumers, before we did.

Without the Entrepreneurial spirit, and the American marketplace to foster it, we would be in a very different world. America is still the best place to incubate new ideas and commercialize them. It's the best place for Entrepreneurs to combine their strong passion with their discipline to create new worlds, drive our economy and fuel consumer growth.

The spirit of the Entrepreneur is one we celebrate. And, to the young kid tinkering in his garage, we say, "Keep it up, kiddo. You'll get there. You'll make it."



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LARRY REICH



"Entrepreneurs have driven some of the economy's most important advances and it's all because they have the drive and discipline to keep going when others would have given up. Sometimes when the numbers don't look good, an Entrepreneur will see beyond the numbers and will be able to get the help needed to keep the dream alive."



PATRICK GENDRUE (on the left)

"To have the dream and vision to create new products and services in the world is truly a gift and a talent. Innovation, and the will to succeed, have been so evident in our successful Entrepreneurs and we have witnessed unprecedented advances in the past two decades. It's amazing where one's passion can take them!"