

Where Carmel Business Comes First

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GOING GLOBAL

Purdue's Mark Van Fleet sheds light on how Carmel business owners can leverage their success into international markets / P2

Photo Illustration by Jordan Fischer

GOING GLOBAL

Purdue's Mark Van Fleet sheds light on how Carmel business owners can leverage their success into international markets

By Jordan Fischer

Carmel Business Leader

Your business might be based in Carmel, but according to Purdue University's Mark Van Fleet, that doesn't mean your customers have to be.

Van Fleet, the executive director of global business engagement at Purdue, spoke at a Carmel Chamber of Commerce luncheon March 14 at the Monon Community Center. The topic: Connecting Indiana businesses with international opportunities.

A former senior executive with the U.S. Chamber of Commerce, Van Fleet says there are more opportunities and resources now than ever before for medium and large, and even small, businesses to expand their reach to global markets.

Van Fleet sat down with the Carmel Business Leader before his presentation to talk about what those opportunities are, and how Carmel business owners can take advantage of them.

First things first, where does one begin to enter an international market?

Van Fleet: The first step might be to take stock of how you're doing in the U.S. If you're facing all kinds of challenges domestically, and you're not doing well in your own market, you should not look internationally to fix that. But, if you are doing well and you're growing, think about where your products might do well overseas.

The second step is to make a decision about what part of international business you're most interested in. What makes most sense for you at this time in your corporate development? It's not just manufacturing. It's service. It's procurement.

The third step is to think about strategic goals for international business. Increasingly, foreign companies are looking to invest in interesting companies abroad and in the U.S. So it's not just buying and selling, but looking for venture capital globally.

If I'm a business owner, and I meet your test of doing well in the U.S., when should I start looking abroad?

INTERNATIONAL BUSINESS RESOURCES

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Mark Cooper, director – mark.cooper@trade.gov
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Indianapolis, IN 46216
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E-mail: centralindiana@isbdc.org
Web: www.isbdc.org/

Purdue University: Global Business Engagement

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Van Fleet: One of the things to think about is: How am I doing in my own market? Is my customer base growing? Are my sales stagnant? If you're growing ok, but you're not growing as fast as you'd like, maybe it's time to look overseas.

You have to remember: At this point in time 90 percent of consumers live outside of the United States. There are pockets of interest all around the world.

Is there a certain size or sales volume a company should reach before it starts looking globally?

Van Fleet: It's not so much about the size of the company as it is the product or service.

Let's say you make high-end-art lamp and lighting fixtures. Well, there are distributors of that sort of market around the world. The Chinese in fact are increasing their online market by 65 percent a year. But you need specific help to enter an online Chinese mall.

Any manufacturer should consider entering international markets. Service markets can be a bit more challenging. Ask yourself, "Can you license your approach?" There's different ways to skin the cat on this. You just have to be flexible and creative. But don't think that because you don't have 300-400 employees you shouldn't consider an international dimension.

Obviously going international increases a business' customer base. What else is to be gained from going global?

Van Fleet: First, companies can see this as a source of protecting their own market share in this country. Eighty-five percent of U.S. manufacturers face international competition in their own market. You ought to get an eye on what your competitors are doing. Export markets also allow companies to hedge against a downturn in the U.S. market. Also, innovation doesn't always happen here.

You've talked in the past about the benefit of international business to communities and the state at-large. How can dealing abroad help Indiana, and Carmel?

Van Fleet: In communities of a certain size here in Indiana, international business development should be one of the main arrows in the quiver. It will create a vibrancy in your local business market, and your economy will expand faster.

As a state, we're doing pretty well. We're like 14th in the country in terms of our export volume, and the 10th largest number of foreign students are in Indiana.

From your perspective, what could the state be doing better? And, do you have any advice for businesses considering international markets?

Van Fleet: One is to leverage universities better. They have tremendous contacts abroad. I also think we should do more to encourage foreign students to stay here in Indiana. Also, let's get a more cohesive and unified strategy in the state.

For business owners: Don't expect quick results. You can't fire from the hop when going international. You have to be willing to put in time and effort and research to be successful.



Photo by Jordan Fischer

“You have to remember: At this point in time 90 percent of consumers live outside of the United States. There are pockets of interest all around the world.”

Stop whining, start succeeding

I have seen a lot of small businesses go out of business by whining themselves to death. Instead of looking at the strengths they have as a local, personable, nimble business they instead just feel sorry for themselves for not having the resources and volume of larger businesses. The reality is that most small businesses go under because they fail to innovate or offer something unique.



Chris Hoyt

I remember moving to a new area and finding a “mom and pop” pizza place within a half mile of my house. It was exciting to me that I could stop paying the “faceless corporation” pizza places and starting buying from “real people”. I gave them all my business for a while, paying a little more for my pizza, but feeling good that I was investing in my community.

It didn't take long for the fantasy to end. I would sit with my family for an hour waiting on our food. When I tried delivery, the pizza would arrive with a third of it burnt, a third under cooked, and only a third edible. I approached them about my dissatisfaction and how it is frustrating because I want to keep giving them my business. Their response was, “well, we can't afford the nice ovens of the bigger pizza places.” Of course, I didn't buy the excuse, but even if that was true, they could still rotate the pizza while it cooks!

Frustration grew to resentment as they started printing flyers about how people should buy from them because they are local. I felt just plain insulted. I couldn't believe that instead of trying to make a better product, improve their service, they are just going to whine about not being a “big corporation.”

I haven't bought pizza from the “mom and pop” place in over a year. I do miss it sometimes, because when it was good, it was very good. The problem was that it felt like gambling. I could pay \$20 for a large pizza which could be awesome or really bad, or I could go with a “big corporation” pizza and know for sure I will get a mediocre pizza for \$10. If I could get a great pizza for \$20 every time, I wouldn't hesitate.

Small business can still succeed against large corporations, but you have to offer people something they can't get from the franchise experience, something more than “good karma”. Be creative, be innovative, respond to feedback, and most importantly be consistent.

Chris “The Brain” Hoyt is the chief operating officer of Fat Atom Internet Marketing in Carmel. To contact him, e-mail chris@fatatom.com or visit www.christhebrain.com.

I couldn't believe that instead of trying to make a better product, improve their service, they are just going to whine about not being a “big corporation.”



Farewell Kevin Kane, editor extraordinaire

This edition of the Carmel Business Leader will be the last for my friend, colleague and co-editor Kevin Kane, who is leaving Current Publishing to pursue new endeavors. We bid him adieu with great sadness, but also great expectations for what he will achieve in the years to come.

During his tenure both the Times-Leader and Current Publishing companies, there are few hats Kevin hasn't worn. He began as an intern for the Southside Times newspaper, and continued on as a regular columnist for the publication. At Current, he was hired on as the assignments editor for Current in Carmel, eventually stepping up into the full managing editor role for both Carmel and Westfield.

When the former editor of Current in Noblesville left, Kevin was asked to take over what was then a fledgling newspaper. When he returned to the Carmel publication after staff changes in the company, he left Noblesville a notably improved publication. At the same time, Kevin joined me as the co-editor of the Carmel Business Leader and It's Golden, Current's monthly publication geared toward Hamilton County residents 55-and-up.

Kevin was, in many ways, the standard by which a Current editor should be judged. His reporting was consistent and thorough, his willingness to do what was needed of him never waned, and his commitment to the community he covered remained strong through more than two years and three cities.



Kevin Kane & Jordan Fischer

In short, Kevin Kane was a valued member of the Current family, and though we wish him well, he will be missed.

Jordan Fischer is the managing editor of the Carmel Business Leader. To reach Jordan write him at jordan@youarecurrent.com

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Photos by Christian Sorrell

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Jisook Song and Ming Wang

Why did you pick this location? We moved from Nora (in Indianapolis). At that location, we had lots of requests by customers for a location in Carmel because they didn't have a full-service Asian restaurant, only fast food and buffets. We want to reach out to the residents. We are looking to provide

better, more modern food.
What's on the menu? We offer many types of Asian cuisine I think are very good. Our menu is very strong in Chinese food, Vietnamese dishes, Korean food and pad thai, and we have a full sushi bar. It is not necessarily all Chinese. It's a place everyone can come and get the type of food everyone wants.

What makes you stand out from your competitors? We try to work in flavors from places we've lived and been before. We are both from Asia and love Asian food. We hope to bring some of our home recipes to the public in this neighborhood.

High-performance people will lead future

Here in Indiana, we have more than our share of problems in the U.S.

Even so, this is not the time for Hoosiers to look for quick fixes; to focus only on acute problems. We must focus on our growing, chronic conditions: People need new jobs, the state needs new industries and we all need some new ideas.

Fixing these problems will require new paradigms – new ways of thinking. And fixing these problems will require high-performance people to band together.

Never start a day without a plan in your hand. At breakfast, review the value-packed decisions you and your family will have to make today. Review how much control you have over your life. Only by knowing how you can sustain your high performance can you perform for the company.

If you can't find at least one new idea, create one. Today, change controls business. So use as many new ideas, styles or suggestions as you can to balance the effects of change.

Develop a more serious concern for everything you do by raising your expectations for success. You must be ready to receive higher rewards, and to recognize and use new ideas.

Always balance your future with the future growth of your company. One is no more important than the other, and one cannot happen without the other.

At the end of the day, prioritize your roles and goals. How well did you do for yourself in reaching your goals, and the goals of your company?

To remain a high-performance person, you will need a new and deeper level of thinking. It is as Albert Einstein said, "The significant problems we face cannot be solved at the same level of thinking we were at when we created them."



Bob Montgomery

Bob Montgomery is an occasional contributor to Current Publishing. You may contact him at info@currentincarmel.com



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Carmel company's app could improve efficiency, cash flow

By Kevin Kane

Carmel Business Leader

Owners of a young Carmel company say they've created a program that could be a game-changer for small-business owners.

TCS TechPro recently released a mobile device app, Field Tech Pro, intended to get companies' service technicians out from behind their desks and working billable hours, and TechPro's owners say their dispatch software should pay for itself in most cases.

"We had been looking at smartphones' and tablets' abilities to make service, in any industry, portable," said Randy Henry, who owns TechPro with fellow Carmel residents Mike Lobue and Tim Coyne. "This gives dispatch technicians a better way to know who's where and how to assign them."

From a mobile device or a computer, a dispatcher can track all activity on customer orders and available technicians. When, for example, a customer calls needing a repair, a dispatcher using this software would have the ability to see the location and availability of all active technicians and assign the ticket based on these factors.

Once assigned a job, the ticket appears on the technician's mobile device, and the app has a GPS feature to provide directions. When the technician activates the ticket and is en route, the software automatically notifies the customer and provides an estimated arrival time. After completing the job, the technician closes the ticket, prompting the software to calculate the billable time and automatically send an

invoice to the customer and company.

"There's no more question of 'Was the guy there?' and 'What time was he there?'" Coyne said. "This goes beyond being paperless. It can improve cash flow."



TechPro owners Tim Coyne, Randy Henry and Mike Lobue

Coyne added, in his experiences running a service company, the average time between the completion of a job and when it could be billed was three weeks. By eliminating the paperwork – specifically technicians' timesheets – Coyne said this app allows for customers to be billed the same day or one day later, at the most.

In addition to increasing efficiency and cash flow, Lobue said another of the company's main goals in creating the app was to provide state-of-the-art dispatching software at a price small businesses can afford. The app can be downloaded for free on mobile devices, but cannot work without a paid service. TechPro negotiates personalized pay-per-use contracts with its customers, meaning companies using the software pay a small, predetermined amount per ticket.

Coyne said the app is perfect for small, service-based businesses, and his own experiences led to the idea.

"I looked long and hard for something like this, but didn't find it," he said. "So I said, 'Forget it; I'll create it on my own.'"

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Business Watch: March 2012

By Jordan Fischer

Carmel Business Leader

The Carmel Police Dept.'s Business Watch program specifically focuses upon the Carmel business community in order to reduce and prevent crime. Member businesses receive a "Part-

nership in Crime Prevention" window decal, and are added to the police department's e-mail database. For more information, or to join Business Watch, please contact Ann Gallagher, CPD community resource specialist, at 571-2720 or agallagher@carmel.in.gov.

DATE	BUSINESS	ADDRESS	DESCRIPTION
3/9	Moody's Butcher Shop	11145 N. Michigan Rd.	Burglary
3/9	Ryan Homes	4528 Golden Eagle Ct.	Theft
3/11	Village Pantry	10665 N. Michigan Rd.	Theft
3/12	Carmel Street Dept.	Spruce Dr. / Spruce Ct.	Criminal Mischief
3/13	Carmel Street Dept.	106 th Pl. / Barrington Dr.	Criminal Mischief
3/14	Shell / Circle K	1230 S. Rangeline Rd.	Theft
3/14	Carmax Business Service	9800 Gray Rd.	Fraud / Deception
3/17	Circle K Shell	1230 S. Rangeline Rd.	Theft
3/18	City of Carmel	1 Civic Square	Criminal Mischief
3/19	Align	12800 N. Meridian St.	Fraud / Deception
3/19	Ryland Homes	Congress St. / St. Julian	Fraud / Deception
3/20	AT&T	E. 96 th St.	Theft
3/21	Jameson Inn	10201 N. Meridian St.	Criminal Mischief
3/21	Kohls Department Store	9895 N. Michigan Rd.	Theft
3/23	Thomas & Betts	3617 Rolling Springs Ct.	Theft
3/23	Indy Racing Experience	27 Rolling Springs Ct.	Theft
3/24	Kohls Department Store	9895 N. Michigan Rd.	Theft

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I never, at any period of my life, aspired to become wealthy, but the fierce competition perhaps developed a fighting spirit, and in the effort to secure our share, the business has succeeded. It is my hope that the property that kind Providence has brought me may be helpful to many others, and that I may be found a faithful steward.

– W. K. Kellogg, founder of the Kellogg Company



Emilie Myers displays the macaroons at La Mie Emilie.

Photo by Landa Bandy

By Lana Bandy
Carmel Business Leader

How did you get started in the restaurant business? We opened in August 2009. My Mom owned Pie Safe in Zionsville, which started off as pies and grew into a café. My Mom had been bugging me for years about opening our own restaurant. We did some market research in Paris, seeing all the patisseries, and we used her knowledge about pies and sandwiches and my passion for French pastries.

How would you describe macaroons?

They are so fun. They are quarter-sized, almond-flavored cookies with crispy exteriors and creamy, soft interiors and a multitude of flavors inside.

Why did you add macaroons to your menu? When you think of French pastries, macaroons are often the first thing that pops in your head, other than croissants. So we had to have them; we added them last August.

Where did you learn to make macaroons? We had to experiment a lot! A lot of them don't turn out. It's still challenging. If the liquid-to-solid ratio is off, they turn out flat, without a nice puff. A lot of tricks of the trade had to be learned. We did a lot of research.

Why else are they so difficult to make? Humidity can play a role. Once you pipe them, you have to let them sit for at least 30 minutes; that's what gives them a 'foot.' It's also good to crack the egg whites and let them sit in the refrigerator for three days. Then leave them on the counter for two hours so they are room temperature when you get started.

Where did you get the recipe? We found our first recipe online; it was for an Italian macaroon. But I felt it was cheating because it was Italian (not French). So we bought a book full of macaroon recipes. We change flavors and colors with the different seasons.

What flavors do you have? We've tried

about 25 different flavors – peanut butter, almond joy, coconut, lemon, vanilla, red velvet and mint. Raspberry is our most popular flavor. Coconut is popular, too. The fillings can be almost anything. We use ganache, butter cream icing, caramel, whipped cream, Waldorf Astoria icing, chocolate and jam. They are all made of ground almonds. I've seen recipes that use rosewater or lavender, which is interesting. The pistachio ones are made of pistachio flower.

Are they popular?

They've slowly been gaining popularity. Last Saturday I put out 28 and they sold within two hours. They

had never gone so fast before. Customers love them. They're perfect for weddings, bridal showers and baby showers. I think they'll be a hit, really taking off as party favors. We can tie them in to the wedding colors. We can make them in any color using a powder food color. I think they'll be the next big 'cupcake' trend.

What other fun things have you done with macaroons? For Valentine's Day, we did heart-shaped red velvet macaroons and for St. Patrick's Day, we did mint with chocolate, almost like an Andes mint. For the Super Bowl, we did red and blue with a blueberry reduction (inside) since both teams were those colors. They had red lids and blue bottoms with a blue interior. We can mix and match or do all one color.

Have most customers tried macaroons before ordering from you? I think a lot of people have tried the American version, which might not be the same. It is more of a giant cookie. They may think of coconut macaroons (the old cookie) or meringue. There are a lot of misperceptions out there.

Do you or someone you know have an interesting job? Or is there an occupation you would like to know a little more about? Send your story ideas to lcbandym@yahoo.com and we might feature you in an upcoming issue of The Carmel Business Leader.

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The Carmel Chamber and business issues

Originating in Europe to promote and protect commerce, chambers are over 400 years old. The first chamber of commerce in the United States was founded in 1770 in New York to rally against the Stamp Act. Politics wasn't their motivation; protecting commerce was.

The Carmel Chamber is considerably younger – at 41 – but just as motivated about protecting and championing commerce. We do have a defined process for our involvement in issues however. Here's how that works.

Issues concerning business arise from a variety of sources, but most come directly from our members. Those issues are discussed and debated at our Business Issues Committee – a 13-member group representing a wide variety of local businesses – and then by our entire 14-member Board of Directors, who vote on our taking a stance.

One of their tasks in vetting an issue is deciding if it's one that directly impacts business. Since many of Carmel's business population are also residents, that isn't always easy.

For example, since Carmel's new trash ordinance was for residents and not businesses, we initially thought the discussion belonged to homeowner's associations and residents, not us. But then we learned from many of our members that a significant number of residents avoided contracting with a trash hauler by dumping their trash in local businesses' dumpsters. That was costing businesses and that got the attention of our committee and our board. Consequently, we supported the ordinance.

Time and circumstances play a role as well. In the middle 90s, the Chamber opposed Carmel's first proposed smoking ordinance, acting in response to many members' wishes. Ten years later, the Chamber supported the second smoking ordinance, again in response to changing res-

taurant views.

On the other hand, the Chamber's support of the U.S. 31 corridor and its future as a continuing strong business location spans over 20 years. Today, the businesses along Carmel's corporate U.S. 31 corridor employ the second largest number of people in the state, next to downtown Indianapolis, and business investment in real estate and personal property is in the billions of dollars. The protection of the 31 corridor's strength has involved us in numerous issues, including our recent support of a project that will provide opportunities for businesses to walk, not drive, to amenities, including food. What businesses want in a location is changing rapidly. We want to make certain Carmel remains a strong candidate on anyone's list.

We've also had a long history of involvement with the City's sign ordinance, and are in the midst of an almost three-year major revision process in conjunction with Carmel's Department of Community Services. We look forward to sharing more on this topic as the ordinance moves forward.

The Carmel Chamber is fortunate to be serving a growing, vibrant business community. We believe strongly that successful businesses make successful communities and that our quality of life – from high-performing schools to reliable infrastructure, to parks and recreational opportunities – is due in large part to the dollars businesses have chosen to invest in our community. Our future success depends on theirs.

Our Chamber's is fortunate to be serving a vibrant business community, and to carry forward the traditional chamber goal of protecting and enhancing commerce.

Mo Merhoff is the president of the Carmel Chamber of Commerce.



Mo Merhoff



April events

18: Monthly Luncheon: All-County Chamber Event – The Chamber's monthly luncheon will be an all-county event April 18 at the Mansion at Oak Hill, 5801 E. 116th St., from 11:30 a.m. - 1 p.m. Ted Abernathy, executive director of the Southern Growth Policies Board, will speak on economics and competitiveness. The event is \$18 for members who prepay, and \$25 for guests and walk-ins. Reservations are required and can be made online at www.carmelchamber.com or by calling 317-846-1049.

19: Regions Bank Ribbon Cutting – A ribbon cutting ceremony for Regions Bank will be held April 19 at 4:15 p.m. at the bank's new location, 2155 E. 146th St., Carmel. Carmel Mayor Jim Brainard will be in attendance, along with members of the Chamber of Commerce and Regions Bank officials.

26: Business After Hours – Prairie View Golf Club – Prairie View Golf Club will host the April Carmel Chamber of Commerce Business After Hours event on April 26, from 5-6:30 p.m. at 7000 Longest Dr., Carmel. The event will be a joint occasion between the Carmel, Fishers and Indianapolis Chambers of Commerce.

May events

1: New Member Orientation Session – An orientation session for new Carmel Chamber of Commerce members will be held from 8-9 a.m. May 1 at Flanner and Buchanan Funeral Center, 325 E. Carmel Dr., Carmel. Reservations are required, and can be made online at www.carmelchamber.com or by calling 317-846-1049.



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Niemeyer with "The Taming of Smeagol" by Atlas' first featured artist, Donato Giancola

Photo by Zach Ross

Fine art with a twist

By Christian Sorrell
Carmel Business Leader

In the heart of Carmel's Arts & Design District, the sign for a newly-opened art gallery is emblazoned with the image of a muscular man, Atlas the Titan, holding the weight of the world upon his shoulders. The Atlas Fantasy Art House focuses primarily on illustrator art with a special emphasis on high-end fantasy and science-fiction art.

As a major player in the field of illustrator art – the art you might see on a book or album cover, or in comics and cartoons – Bill Niemeyer has established a sizeable collection for display and sale in his gallery. At opening, the gallery will feature pieces from artists like Donato Giancola, Michael Whelan and Julie Bell.

Like most passionate individuals, Niemeyer's love of illustrator art began as a child, when he came upon a copy of "Eternals #8" by famed comic book artist Jack Kirby, who helped create characters like the Fantastic Four and the X-Men.

"I remember the art really grabbing me, much more so than the story," said Niemeyer.

From there, Niemeyer was hooked to illustrator art through one medium or another. It wasn't until many years later, though, he finally began collecting and selling art.

"After I left the Air Force, I sold comics

to support myself through college," said Niemeyer. "Then I bought my first piece of art, and I was hooked."

While he still has a strong interest in comic art, Niemeyer's new-found interest in original pieces (rather than comic books) came from the added rarity and importance of original work.

"With original art, it is the only one. You can always find another 'The Incredible Hulk #180' or 'Action Comics #1.' You can't do that with original art," said Niemeyer. "I don't even look at (comic) books anymore."

Beyond the gallery, Niemeyer is also an avid filmmaker and owner of Atlas Film Productions. He is entering the shooting phase of a documentary focusing on several aspects of illustrator art.

"My intent with the film (and the gallery) is to show the creative process and portray (illustrator art) as fine art with a twist that deserves to hang beside the likes of Norman Rockwell and Rembrandt," said Niemeyer.

In the future, Niemeyer plans to coordinate community events at the gallery with a wide variety of featured artists, most likely in conjunction with Gen Con, an extremely popular game convention held at the Indianapolis Convention Center every August.

Visit currentnightandday.com for photos of The Atlas Fantasy Art house ribbon-cutting and opening reception held last Friday.

Atlas Fantasy Art House
246 W.Main St., Carmel
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Businesses suing critics – Sometimes companies sue critics who post negative comments online, even though there's little chance of the company overcoming a free-speech defense. Because such nuisance suits are costly to defend against, they're designed to discourage people from posting negative comments at all. An increasing number of states have enacted laws barring such legal actions, known as Strategic Lawsuits Against Public Participation suits. The "Public Participation Project" Public Participation Project, an organization dedicated to blocking these lawsuits, publishes information on state laws. (Go to the PPP site and click on "Your State's Free Speech Protections.") -www.consumerreports.org.

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Hard work pays off

My grandfather owned and ran a sawmill his entire life. He came from a family of three boys and each followed their older brother's path and ended up running a mill. It was the time of the Great Depression and having any way to make a living was great news for any family.

When I was a little boy, I asked my grandfather what was his secret to success. His answer remains with me today, long after he's gone. He said, "It's straightforward, you just have to make cross-ties faster and better than everyone else. And, the only way you can do that is by outworking them." You see, his philosophy was founded on the premise he made a fact: He worked harder. He might not outthink everyone, but he could outwork most everyone. He put in the hours and made cross-ties, the wood beam that connects and supports the rails of a railroad, faster and better than everyone else.

When I was about to head to college, I remember sharing that story with my father. He rightly let me know working hard wasn't the whole formula. Hard work leading to success has a basic barrier to entry. Your hard work

might not pay off in all cases. For example, now, he said, you need a higher education to get to a place where your hard work could pay off.

Good advice. I took it to mean you have to find a spot where working hard would make a difference. In the profit and loss statement of your life and career, you had to be part of the "revenue." Because, if you aren't part of the revenue, you are an expense, and expenses can get cut. But, nobody ever cuts revenue. That will be my interpretation for my kids.

I'm reminded of the need to be a top-line performer, being a part of the revenue and working hard does pay off, if you are in the right place. A painting of his sawmill, painted the day he sold it, hangs above my desk. I look at the stark painting and antiquated

buildings and think of him. I imagine him, inside the building, outperforming his market, and I'm inspired.

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A CEO's mannerisms can reveal lies – A chief executive's phone manner can reveal fibs about company results. All it takes is a shaky delivery or uneven tone during an earnings call, new research suggests. They are among the tip-offs a boss is being economical with the truth. The evidence isn't reliable enough to land anyone in jail. But for investors seeking an edge, it may pay to listen closely. Investment research firms like Boston-based Business Intelligence Advisors use former CIA types to listen for deception on company conference calls. And, several studies have found the absence of personal pronouns and other word patterns can reveal when an executive may be reporting dodgy numbers. But even nonverbal signals, like varying pitch, can be a dead giveaway, according to a study by accounting professors at Duke University and the University of Illinois. The authors fed tapes from thousands of quarterly earnings calls through software that searches voices for cues linked with lying. It turns out the calls containing the most cues involved companies with financial statements that later had to be restated. - www.nyt.com

Is China's Baidu better than Google? – Baidu is often referred to as China's Google. That might be insulting to Baidu. Baidu (BIDU) is the market share leader in online search in China. Its lead over Google (GOOG) there is much larger than the lead Google enjoys over rivals Microsoft and Yahoo in the U.S. Baidu's market share in the fourth quarter was 78.3 percent, according to data from Beijing-based research firm Analysys International. Google's market share was only 16.7 percent. (In the U.S., Google has a slightly better than 50-percentage point lead over Microsoft and Yahoo, based on the latest rankings from comScore.) Of course, Google is at a disadvantage because it has willingly cut back on its presence in China due to concerns over censorship by the Chinese government. Still, Baidu appears to have far more growth potential than Google at this point. The question is whether the stock price already reflects that. Right now, it does not look like Baidu is too expensive. - www.money.cnn.com



Up your salary – Boosting your own name recognition can lead to a salary increase in almost any profession, according to public relations experts Maggie and Jay Jessup, authors of "Fame 101." They suggest choosing a specialty within your field, then gaining notoriety as the go-to expert by taking advantage of social media channels and free publicity by being quoted in articles. - www.money.usnews.com

Business plan competition – The Entrepreneurship Advancement Center is hosting its third annual Business Plan Competition to encourage new business creation and existing business growth. The competition is open to those who want to start or grow their businesses including individuals, families, teams and existing businesses. Registrations are due by April 16 and the fee to enter is \$50. Register at busplancomp12.eventbrite.com and learn more at www.goentrepreneurs.com.

Retailers getting rid of sales – Retailers have desensitized shoppers to the flurry of sales that precede their final clearance bonanzas, training them to wait to buy at the lowest possible price. Now, faced with shopper ennui and thin profit margins, some retailers are putting the kibosh on the discounting frenzy. Starting Feb. 1, jcpenny simplified pricing with an everyday-low-price hook: its "fair and square" pricing strategy. The only sales now are "monthly value" discounts on select items and "best price" sales held twice a month. Taking a cue from penney's, other retailers, particularly department stores and fashion chains, will begin offering more products at lower prices early in the selling cycle and eliminate many of their sales events, experts say. They'll break from the coy practice of selling new merchandise at often-inflated "full" prices, then slashing prices bit by bit in a series of subsequent markdowns and promotional ploys. - www.dailyfinance.com

Foreclosures flood market – Lenders in January took back nearly 91,100 distressed properties, which include foreclosures and short sales, an increase of 29 percent from the previous month. In the next few months, experts say those homes will make their way back to the market to join the already high percentage of distressed homes being snatched up by buyers. That addition of distressed properties will likely lead to further drops in home prices, says Tom Popik, research director at Campbell Surveys, a real estate research firm. Foreclosures and short sales accounted for approximately 35 percent of total existing home sales in January – an increase of 16 percent from June. During that period, the median home price decreased 8.5 percent to \$154,700. "Prices are going to continue to go down for a long time," says Popik. - www.smartmoney.com



Huawei has fastest smartphone – Chinese company Huawei has introduced the Ascend D smartphone, which it claims is the fastest smartphone in the world, comparing its phone to Apple's iPhone and Samsung's Galaxy Nexus. The secret to the speed of this new smartphone is Huawei's K3V2 quad-core 1.2GHz/1.5GHz processor. This appears to be a proprietary processor built on ARM Holdings architecture. Apple also uses a proprietary processor design based on ARM architecture. Steve Jobs recognized proprietary power management systems were a key ingredient to success in mobile devices. Jobs claimed he had hundreds of engineers working on lowering power consumption. It appears Huawei may have beat Apple in power savings. According to Huawei, the Ascend D quad comes with an 1800mAh battery, which lasts for one to two days with normal usage. - www.forbes.com

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