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## MCBI Monthly

**A friendship founded on business is a good deal better than a business founded on friendship. ~ John D. Rockefeller**

### What Made Bill Gates So Successful.....Partnership and Passion!

Bill Gates once quoted that It's fine to celebrate success but it is more important to heed the lessons of failure. Many people describe Bill Gates as either rich, powerful, nerdy, even evil for some but what many don't realize is the passion that he carries for his work and his love of computing. Bill's passion for software not only led to the success of Microsoft but keeps on growing because of his competitiveness to keep it thriving. As a Harvard drop out, Bill had a vision and knew he wanted to change the world with computers one day. Gates and his friend Paul Allen remained in close contact even though they were away from school. They would often discuss new ideas for future projects and the possibility of starting a business one day. Paul kept on pushing Bill to open a new software company and the following year Bill did just that forming Microsoft. His main goal was to become a millionaire by the age of thirty and he did just that by never underestimating himself or his partner. Many complain that Microsoft's business tactics are bad but they don't understand Bill Gates. He is not one to spend his money on a giant castle or a fleet of rare cars for himself, he would rather spend his money on his philanthropic organization and world health, which he also speaks passionately about. To most people's surprise, Bill still flies coach and drives himself to work in an average family car. Fortunately, he is giving back in a big way by putting his vast wealth to good use through foundations and numerous charities in which he is involved. Determination, hard work, partnership, smart leadership quality, and most of all his passion would sum up his overall success throughout his life and career.

Our success has really been based on **partnerships** from the very beginning. ~ *Bill Gates*

### County receives stimulus money for incubator project

Federal Funding helps to move forward with plans to renovate the former Maysville Junior High School building. Muskingum County, owner of the property, was awarded funding through the American Recovery and Reinvestment Act's Energy Efficiency and Conservation Block Grant program. The \$1,265,544 for Energy Efficiency Retrofits will allow the county to continue its efforts to renovate the old school to house the Muskingum County Business Incubator programs. Carol Humphreys, executive director of the MCBI, said she applied for \$1.4 million and was elated the final award came close to that mark. "This will be for our energy project, the roof, the heating and air conditioning and some new windows." In addition, the energy cost savings realized from the improvements will be used to set up informational meetings for small businesses to visit the MCBI and learn about conducting their own energy efficiency projects, Humphreys said. The new location on Pinkerton Road -- the MCBI offices now are located on North Fifth Street in downtown Zanesville -- also will house the community kitchen incubator. Humphreys said clients in need of retail or work space will be sought to anchor the facility.

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## Big Idea Winner Announced at Awards Ceremony

William Wilson of Guernsey County takes first place in the MCBI Regional nine-county Big Idea Contest for innovation and entrepreneurs. As the Regional Grand Prize Winner of the Big Idea Contest, William was awarded \$1500 in cash and over \$1000 in business services from MCBI and Tech-GROWTH Ohio. The local partner for the contest, the first one held across the region, is Progress Alliance, the public-private economic development organization in Jefferson County.

The heat-resistant softball that retains its hardness no matter what the temperature is the product of William Wilson, who said he's already got production under way and fields as many as 50 inquiries every day through his Web site, apex-sports.com. Wilson said the key is a chemical treatment that gets into the core of the ball and keeps the pores of the ball hard, so that the ball remains as lively at 95 degrees as it is at 75 degrees.



During the event, held at Bella Hall at the EM Media Center on Sunset Boulevard Wednesday evening March 31st, county winners were honored. There were five \$500 county prizes awarded and they included: Brent Long - Rear Cargo Door Enhancement - Noble County; James Haldeman - Pet Entrance Door - Muskingum County; Holly Minch-Hick - Baby Travel and Leisure System - Jefferson County; Willis Sears - Automated Dispensing Device - Jefferson County and Kevin Turner - Acutape - Belmont County. In all, 47 entries were filed from throughout the region. Jessica Sherman, regional coordinator for MCBI, noted the entrants will be able to attend business boot camps to keep their ideas alive. Carol Humphreys, executive director for MCBI, said she came to the organization in 2005, not knowing what she'd find in helping entrepreneurs after her 30 year career in hospitality and finance. "There's always a new story and always something I can learn from everyone," she said. Ed Looman, executive director of Progress Alliance, the hub for MCBI's efforts in Jefferson County, pointed out Jim Emmerling, owner of EM Media, and John Riley, owner of Riley Enterprises, as examples of businesses grown from an idea here. Both men served on the judges panel for the Big Idea Contest.

~ Karen Hutchison

## MCBI Business Plan Boot Camps



MCBI will be working with all of the applicants of the Big Idea contest by assessing their ideas to create a plan to develop their products and potentially start a business. MCBI will be offering a series of Business Plan Boot Camps throughout the Region to help the applicants start the process of building a foundation for their products and businesses to be sustainable. The Boot Camp Series will include: The Successful Business, Getting Your Plan Started, Identifying Your Target Market, Identifying Your Competition, Creating Your Marketing Plan, Business Operations and Management, Your Business Financials and much, much more! The schedule of the upcoming Business Plan Boot Camps will soon be released on [www.mcbi.info](http://www.mcbi.info).

## Client Showcase



# FreeportPress®



Freeport Press is a nationally recognized commercial printing company in continuous operation in Freeport, Ohio since 1880. The company provides commercial heat-set printing, finishing, mailing and distribution services as well as digital solutions to compliment your printed material using ePRO. They specialize in magazine and digest runs from 5,000 copies into millions, focusing on small to medium size publishers serving a niche market. They are experts in the direct mail marketplace; handling multiple versions easily and turning jobs quickly. They attribute their success to strong leadership and vision among their management team, extremely dedicated employees, and a customer base willing to move with them into areas of new technology and methods; and many new customers looking for the combination of quality, performance, reliability, and price. Freeport Press Inc. has a vision to "partner" with their customers for mutual success. They help their customers set up their jobs from the beginning. . . working with them to make their product the most efficient and cost effective product they can produce. By partnering with their customers they have helped many of them find ways to run their job and get the best "bang for their buck."

## A Word from the Director

***Would you rather have a bigger slice of a small pie or a smaller piece of a bigger pie?  
Or, can you enlarge the pie so we have enough to go around?***

### **Why Partner with Others?**

Meaningful partnerships are the foundation for success. Partnerships are what enable many companies to make continuous improvements. By sharing with others, you can direct your resources and capabilities to projects you consider most important.

### **Growing Role of Partnerships in the New Economy**

In the new knowledge economy, the principles of business strategy are being transformed. Instead of a focus on physical assets and economies of scale the drivers of success reside in connectivity and intangibles. The selection of strategic partners with whom to collaborate is now becoming a life or death issue for most firms.

### **Focus your resources on what you do best and partner for the rest.**

For additional Strategic Partnership information check out [www.1000ventures.com](http://www.1000ventures.com)



## Did You Know?

- "Never treat your audience as customers, always as partners." ~ **James Stewart**
- "We cannot build our own future without helping others to build theirs." ~ **Bill Clinton**
- "Success is not the measure of a man but a triumph over those who choose to hold him back." ~ **Bill Clinton**
- "I don't know the key to success, but the key to failure is trying to please everybody." ~ **Bill Cosby**



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Find us on the web at  
[www.mcbi.info](http://www.mcbi.info)

## Upcoming Workshops

### Free Internet Tools to help your Small Business

- April 27th, 6:00 - 7:30 p.m.
- (Monthly Workshops will be held the fourth Tuesday of every Month)

### Access to Capital (Building Banking Relationships)

- May 18th, 9:00 - 12:00 p.m.

### Quick Books Classes being offered at MCBI

- May 20th, 6:00 - 8:00 p.m. - Using your Check Book - \$35
- May 27th, 6:00 - 8:00 p.m. - Chart of Accounts - \$35
- June 10th, 6:00 - 8:00 p.m. - Vendor & Payments - \$35
- June 17th, 6:00 - 8:00 p.m. - Customers & Receivables - \$35
- June 24th, 6:00 - 9:00 p.m. - Advanced Class - \$45

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