

Carpenters Are Artists in Action!



I totally admire what you do!!!





I believe there are three kinds of people in this world...

- People Who Make Things Happen
- People Who Watch Things Happen
- ... and People Who Wonder What Happened!
- To succeed in life today... ***you*** have to make things happen

It all starts with a dream.. “If you can dream it, you can do it”

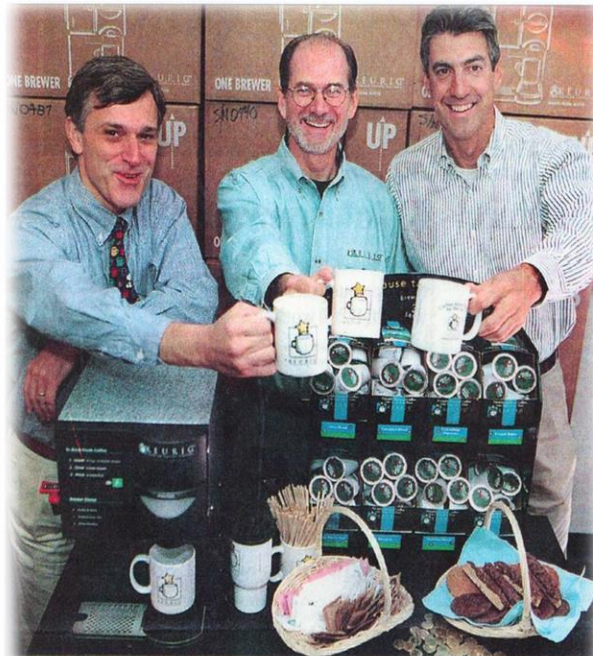
- Walt Disney



Keurig started as a dream 21 years ago

7

- We wanted to change the coffee world one cup at a time
- Today, it is a \$5 billion enterprise
- What is your dream?



Keurig Inc. chief executive Nick Lazzaris with vice presidents Nick Senamer and Chris Stevens. Their secret: the "K-Cup."



- “If you can dream it, you can do it”- Walt Disney
- “Stand often in the company of dreamers for they believe you can do impossible things”- Mary Ann Radmacher
- “The future belongs to those who believe in the beauty of their dreams” – Eleanor Roosevelt
- “When I grow up, I want to be a country western star”- Dolly Parton
- “Go confidently in the direction of your dreams and live the life you imagined”-Henry David Thoreau



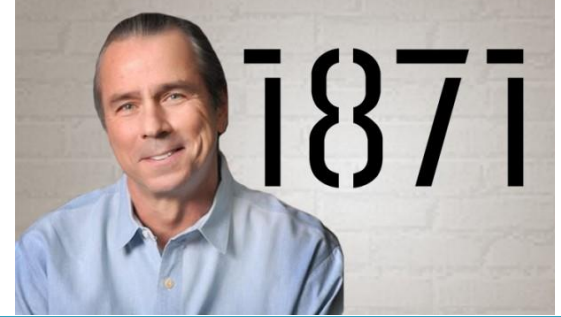
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CS 74 Ventures LLC

- Commit at least 50% of profits to charity/social/sustainable causes- 21 companies
- www.groundsandhoundscoffee.com- Give 20% of sales \$ to local no-kill pet shelters
- www.tigerlight.net- Non-lethal defense weapon that is much better than taser guns
- www.crankstopper.com – Lacrosse net backstop for home and team use
- www.greatcigarprices.com – Web based cigar company
- www.fightingtogive.com- Book about friend with ALS- 100% of proceeds to ALS
- www.threedaysofhamlet.com- Produced award winning movie 100% to veterans
- www.sertintyone.com –What we believe is the “Holy Grail” of data security
- www.snakebiteusa.com- Half lager/half hard cider
- www.vennli.com SB & cloud based proprietary strategic planning tool (Gigot CEO)
- www.chiefofstaff.com NY based cloud based real time reporting tool for CEOs
- www.globaloakcm.com SC based international investment fund
- www.vitaperk.com Vitamin and mineral enhancing coffee additive

Howard Tullman



10

- Maybe the world's most interesting man
- CEO of 1871, the foremost tech incubator in the U.S.
- Maybe the leading expert on trends in technology and the impact data and innovation will have on business
- Recently spoke at the City Club Chicago
- https://www.cityclub-chicago.org/video/1159/howard-tullman?utm_source=Howard+Tullman%27s+List+2&utm_campaign=f45f0d4412-EMAIL_CAMPAIGN_2017_04_02&utm_medium=email&utm_term=0_1c05102edf-f45f0d4412-220519449



Leading Change in a Changing World

A lot has changed since I worked as carpenter's apprentice 50 years ago

- ❑ A lap-top used to be something derived from sitting down
- ❑ The cloud used to be a white puffy thing in the sky
- ❑ A megabyte is something a Great Dane might take out of you
- ❑ Google was a 1 followed by 100 zeroes
- ❑ A cell phone used to be something only convicts used
- ❑ A microwave is what you saw from the Potomac River shore
- ❑ A tweet was something an excited bird did
- ❑ An Apple was something you gave to the teacher
- ❑ A keyboard was found only on an organ or piano
- ❑ A flat screen used to keep mosquitoes out
- ❑ Amazon was a river
- ❑ Snap chat used to be a quick conversation



These are ch-ch-ch-changing times

- ❑ “If you don’t like change, you are going to love irrelevancy even less”
- ❑ Keurig changed the coffee consumer brewing habits of many
- ❑ Lap-tops changed how we work
- ❑ Smart phones changed how we stay connected
- ❑ Facebook/Twitter/Snap Chat/Instagram changed how we communicate
- ❑ NetFlix changed how we watch movies and favorite shows
- ❑ TIVO changed our viewing habits
- ❑ UBER has shattered the taxi industry
- ❑ AirBNB is impacting the hotel industry
- ❑ Amazon.com has dramatically affected retailing
- ❑ Under Armour has revolutionized apparel
- ❑ SAP CEO- ***“I.T. used to support the business... today I.T. is the business”***





What are the threats to your business?



Walmart 



amazon.com
Prime

Google

COSTCO
WHOLESALE



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Amazon Showrooming – Retailer Risk Index

Showroom Visitor Index, Index of 100 = average representation

Source: Placed Aisle to Amazon Study, January 2013

**BED BATH &
BEYOND**



127

PET SMART



125

TOYS R US



121

**BEST
BUY**



120

sears



119

**BARNES & NOBLE
BOOKSELLERS**



118

KOHL'S



117



TARGET



115

**COSTCO
WHOLESALE**



114



114

Placed.

Q: Have you purchased an item on Amazon.com after looking at the same item in a physical retail store?



Investing in Technology



- Under Armour has invested \$710M in apps
- Health apps and gadgets projected \$120 B by 2020
- MapMyFitness; MyFitnessPal; Endomondo



Analytics- Creating Change

- “Forty percent of Amazon’s revenue is coming from their recommendation engine,” Plank says. “We can make recommendations, too, but based on behavior. ‘You’re not exercising as much. Do you need a new pair of shoes?’ ” For instance, a customer from Miami is hiking in Vermont and saving her routes to MapMyHike. “ We know she lives in a place like Miami and doesn’t have gear for hiking,” says Thurston. “We can recommend gear she’ll use and potentially deliver to her hotel.”- Kevin Plank



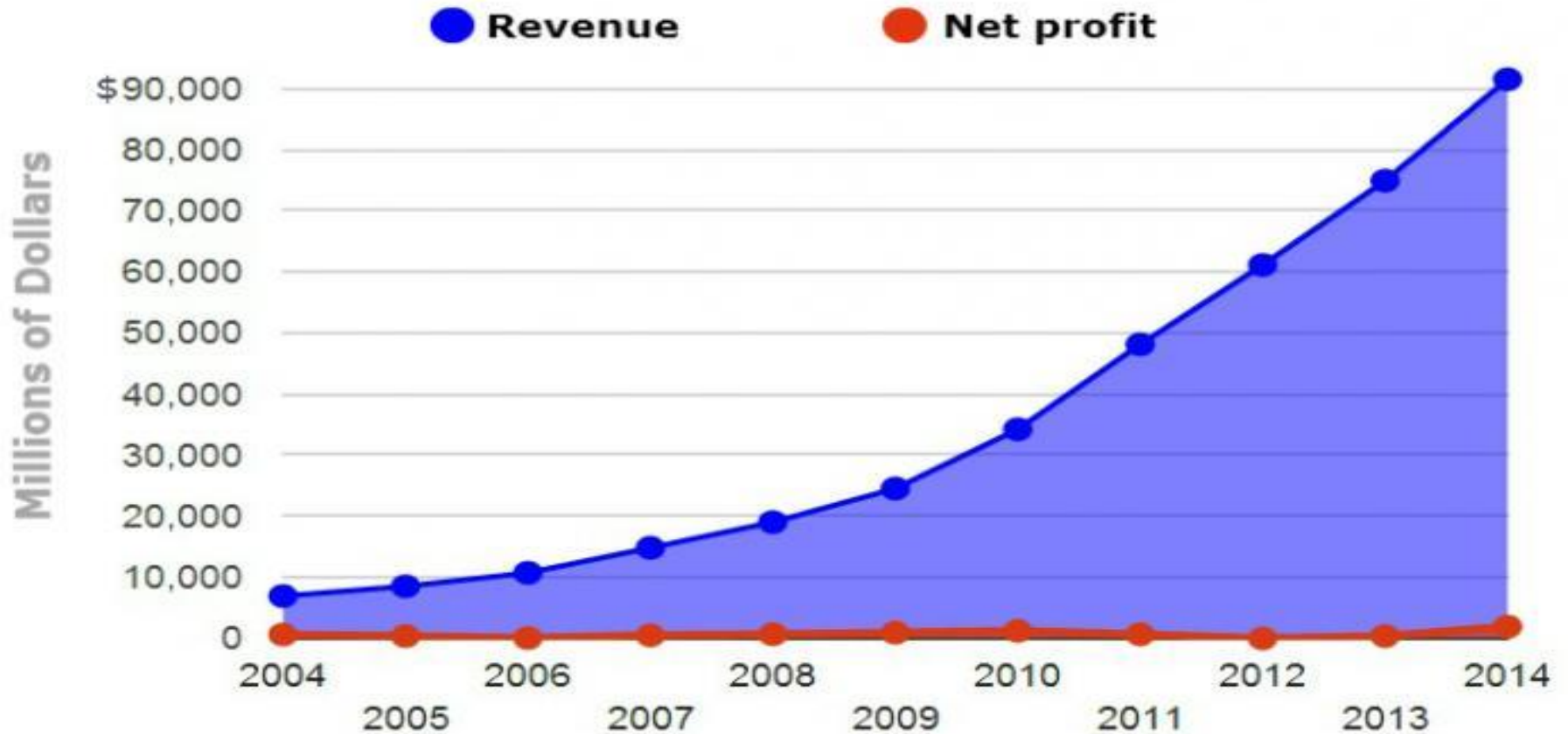
Amazon.com- Giving her what she wants faster



- Amazon has 285 million shoppers
- Increasingly, shoppers want “handmade” unique products
- Amazon responds with Amazon Handmade
 - “The Seattle-based retailer says the site, which will carry everything from \$30 walnut cufflinks from Australia to \$325 handmade quilts from Wisconsin, sprang from customer feedback and site searches for crafty items”
- 5,000 sellers/50 states/60 countries/80,000 items
- 12% fee versus Etsy’s 3.5% fee charged to 1.5M customers
 - Etsy now offers Etsy Manufacturing to help sellers grow
 - 21.7 million buyers



Amazon.com's revenue & profit 2004-2014



Note: 2013 and 2014 are estimates.

Profound changes are **empowering people** at an unprecedented scale... You must invest in Technology

An emerging middle class growing to 5 billion

will strain already diminishing resources

1 billion people in social networks

will rewire business and personal boundaries

15 billion Web-enabled devices by 2017

will create a universe of intelligence everywhere

Data doubling every 18 months

will create new opportunities and risks for value creation

More mobile devices than people


will require fresh thinking designed for an "always-on" world

A high-angle, wide shot of a massive, dense crowd of people, filling the entire frame. The individuals are packed closely together, and their heads and shoulders are visible. The crowd is diverse in age and appearance. In the lower-left quadrant, a black rectangular box contains the white text "2005". The lighting is somewhat dim, suggesting an indoor or evening setting. The overall impression is one of a large-scale public gathering or event.

2005



2013



Disruptive technologies are **transforming business** models everywhere

CLOUD

Netflix and Spotify are changing how people consume movies and music

BIG DATA

60% potential increase in retailer's operating margins through predictive insights

NETWORKS

100 million consumers check and provide reviews on local businesses every month on Yelp

The opportunity: Helping business disrupt the status quo and drive the next wave of **future growth**

“

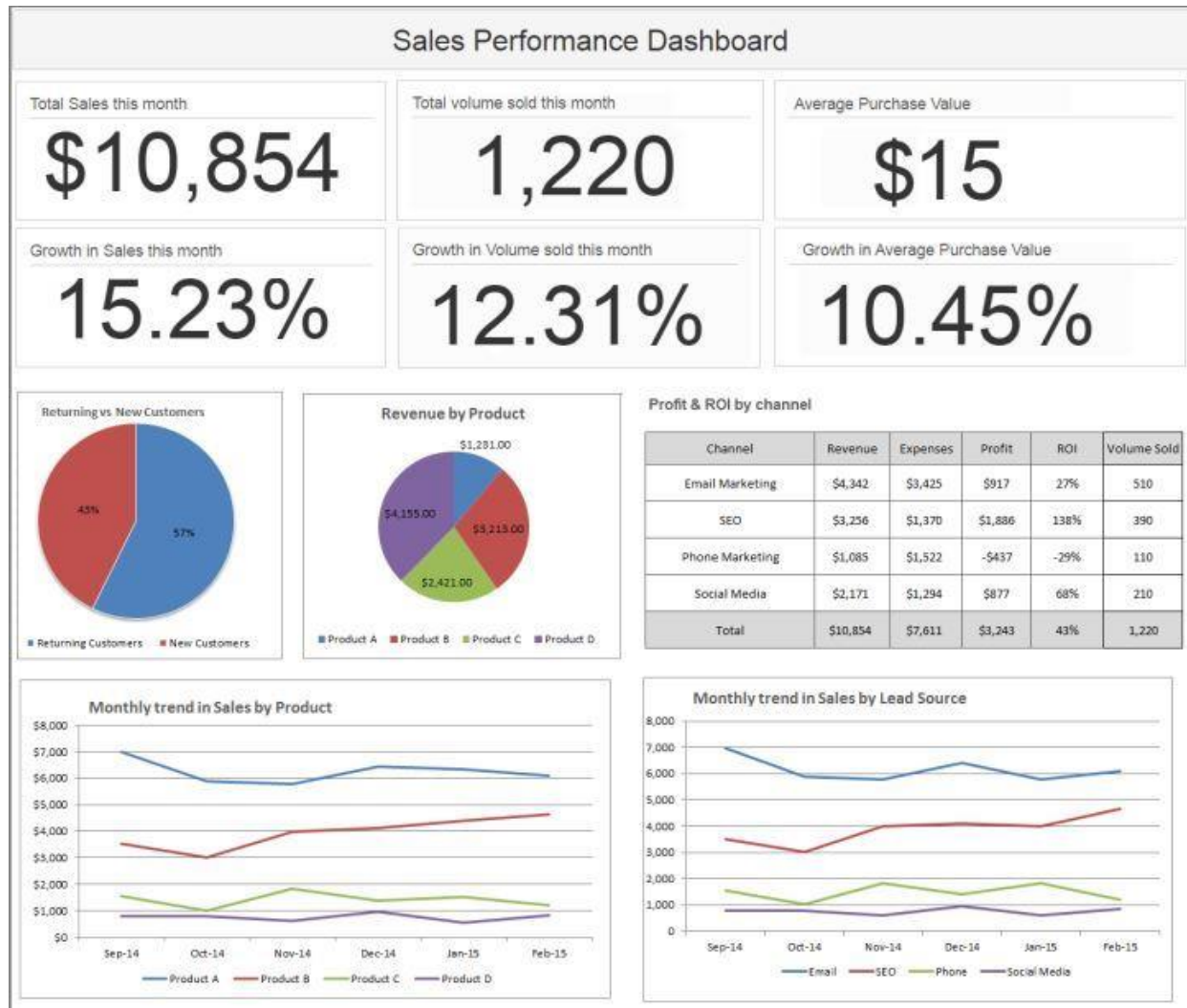
More than **60%** of CEO's surveyed expect **15-50%** of their earnings growth in the next 5 years to come from **IT-enabled** business innovation.

Source: McKinsey study (Spring 2013)

Key to Success is Knowing What to Focus on and What to Outsource



Numbers That Matter



Social Media is the Most Efficient Advertising Vehicle if Done Right

Klipfolio Dashboard

My Dashboard Library Users

Social Web & Social Twitter Facebook +

+ Add a Klip Layout

Social Traffic & Conversions | April 2013

	Referral Traffic	Conversions	GCR
Facebook	673	65	▲ 9.66%
Twitter	1874	161	▲ 8.59%
Google+	416	45	▲ 10.82%
Pinterest	1666	101	▼ 6.06%
YouTube	982	38	▼ 3.87%

Key Social Metrics | April 2013

▲ **5,611 Referrals**

Compared to 4655 last month

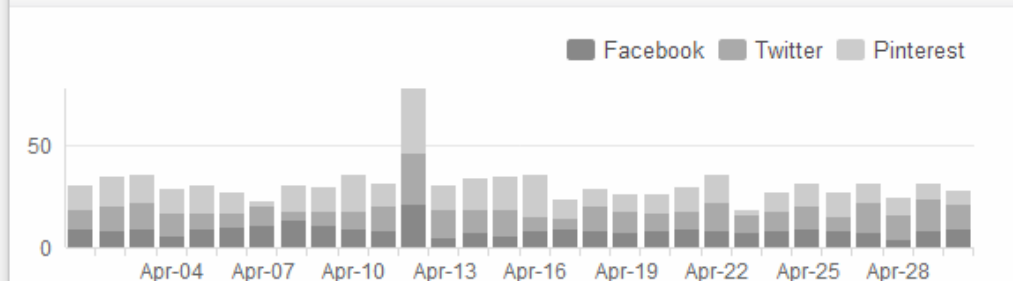
▲ **410 Conversions**

Compared to 354 last month

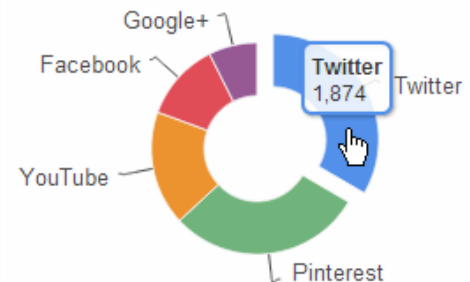
▲ **1175 Events**

Compared to 1052 last month

Social Events | April 2013



Referral Traffic By Site | April 2013



“Leadership and Learning Are Indispensable to Each Other”- JFK



**“ASK NOT WHAT YOUR
COUNTRY CAN DO FOR YOU.**

**ASK WHAT YOU CAN DO
FOR YOUR COUNTRY.”**



Innovation Is Acting on the Obvious





The Coffeeboxx Brews K-Cups Packages in rough areas Perfect for Construction site

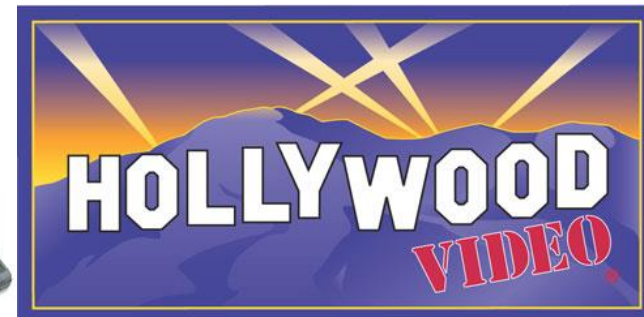
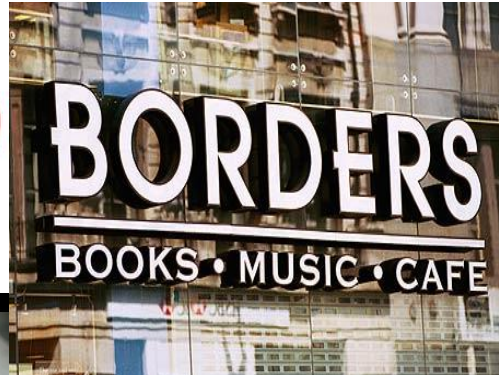




Countrywide

Tweeter

They Did Not React or Create Change



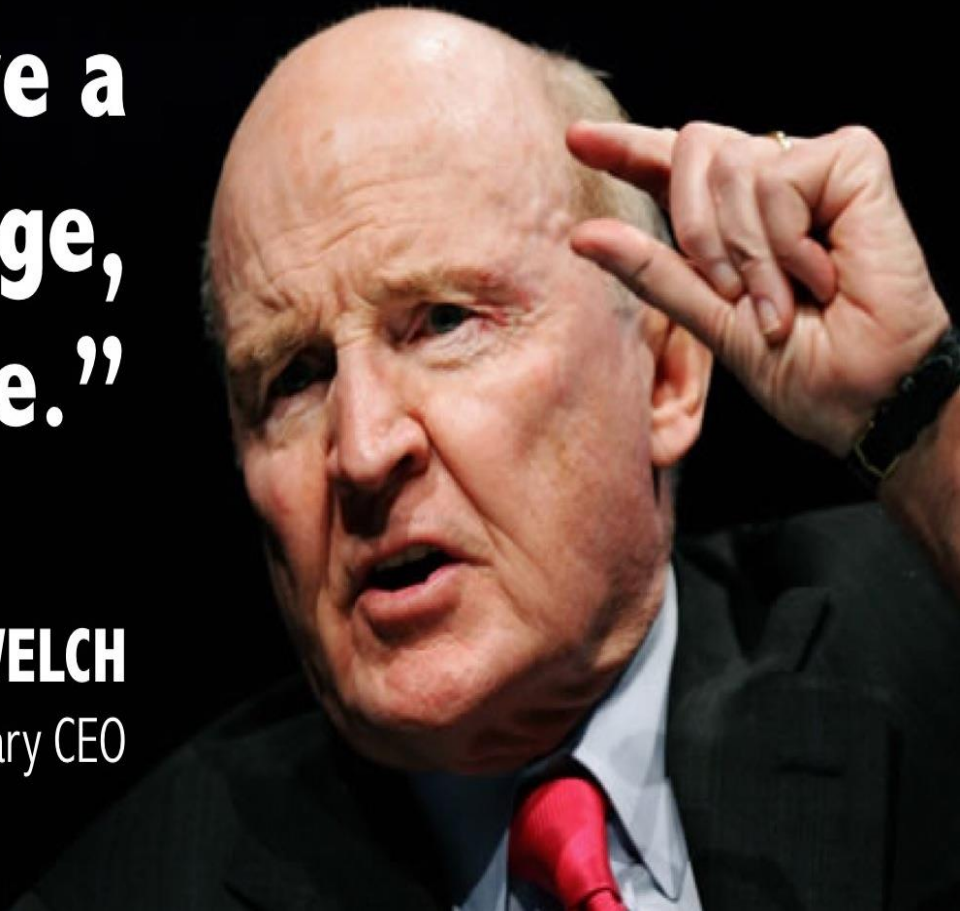


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What does it take to not just stay on top but to lengthen the lead?

**“If you don’t have a
competitive advantage,
don’t compete.”**

JACK WELCH
legendary CEO





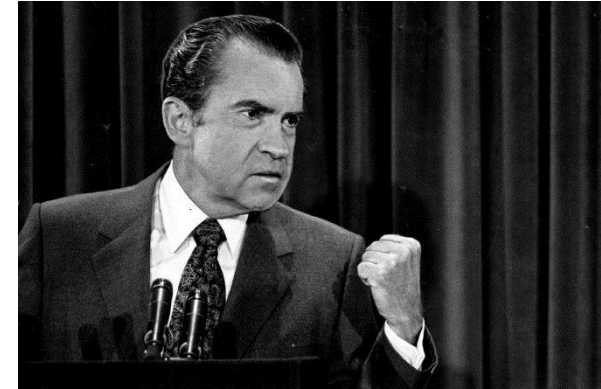
10 Rules Becoming a Great Entrepreneur

- Fill a Need or Create a Want at a value level people appreciate
- Talk to Consumers... do they really want what you have?
- Where do you want the idea to be in 5 years- plan for it
- Build a team with different strengths to get the job done
- Make every day like it's the day before vacation day
- Assume it will take twice as long and twice as much \$ to succeed
- Attract people who believe what you believe: reward them well
- Integrity maintained is invaluable- once lost it is irretrievable
- Constantly evaluate your plan- listen to your customers
- Anger is what gets most people in trouble: pride keeps them there

Appreciation Strategy Humility
Commitment Responsibility Listening
Leadership
Integrity Honest Communication
Values Purpose Determination
Passion Principles

Leadership Involves The Ability to do the Right Thing

... all the time





In my 42 years in business, I've found 5 areas key to leading

- Planning the right strategies to guide the business
- Finding, hiring, training and inspiring the best you can find
- Staying on pace with the goals and knowing when to pivot
- Then being able to make the right decisions to lead change
- Working with and inspiring the team to exceed goals





This 18 Minute Ted Talk is a Start...

- **Simon Sinek... The Golden Circle...** I hope you learned from this
- Based on how the human brain actually makes decisions, people don't buy what you are selling but why... what you believe... what is your cause
- He uses examples of Apple Computer, Martin Luther King Jr. and the Wright Brothers
- Why were they successful?
- The great leaders all act think and communicate in the exact same way and it is the opposite of the rest of us... they start with "why"
 - We all need to find our "why" and start with why
 - <https://www.youtube.com/watch?v=mqZyg2XAmDk>





What do you think is the #1 reason that most new business ventures fail?





They didn't sell enough!!!



SINGLE MOST IMPORTANT PROBLEM

SINGLE MOST IMPORTANT PROBLEM

May 2010

Problem	Current	One Year Ago	Survey High	Survey Low
Taxes	22	19	32	8
Inflation	4	3	41	0
Poor Sales	30	30	34	2
Fin. & Interest Rates	3	5	37	1
Cost of Labor	4	4	9	2
Govt. Reqs. & Red Tape	13	13	27	4
Comp. From Large Bus.	6	6	14	4
Quality of Labor	4	4	24	3
Cost/Avail. of Insurance	9	8	29	4
Other	5	8	31	1



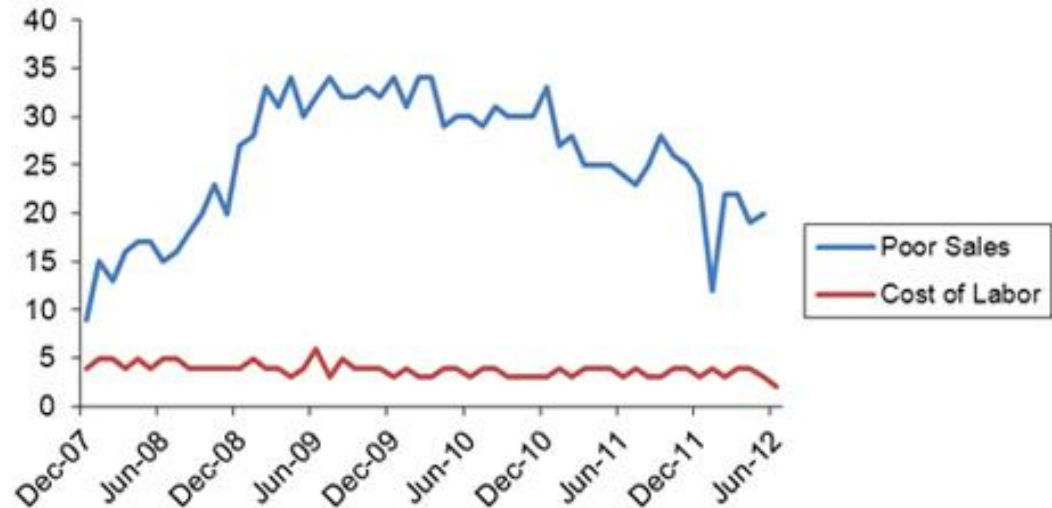
DISCONTINUED CHRYSLER MODELS

The automaker said it would stop making these vehicles in 2008.



THE BLADE

Selected Single Most Important Problem for Small Businesses



Source: Author's analysis of National Federation of Independent Business (NFIB) data

<http://www.cepr.net>



Converse All=Stars

Converse All-Stars 1970... the athletic shoe of choice
Strategy... Functional Men's Athletic Shoe



Variety... High or low-cut... Black or white



Then... along came...



ADIDAS SHOES



BY RAMSoc2





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Converse Today... Strategy... Stylin' for everyone!"



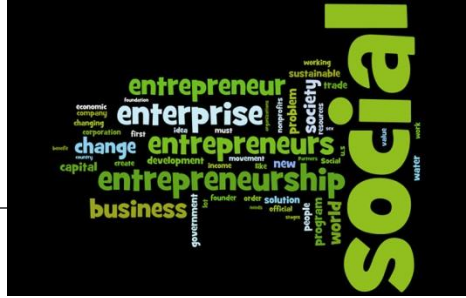
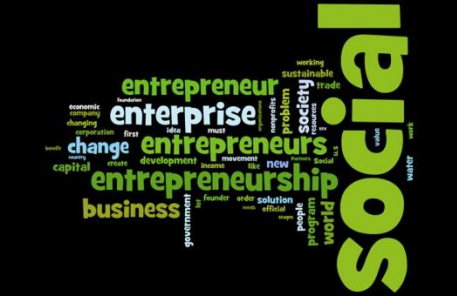


This Country Star Said it Best About “Problems”



“To enjoy the beauty of a rainbow, sometimes you have to put up with a little bit of rain”

In business...It's how you deal with problems that defines you



The road to success is rarely smoothly paved...





Joe Girard



- Born into poverty in Detroit
- Father beat him regularly
- Shined shoes in bars at age 9
- Paper route at age 11
- Kicked out of high school
- Arrested for breaking and entering at age 16
- Kicked out of the Army
- Almost declared bankruptcy- owed \$60k
- Couldn't feed his family at age 35
- Became car salesman- fired after two months
- Convinced Chevy dealer to hire him

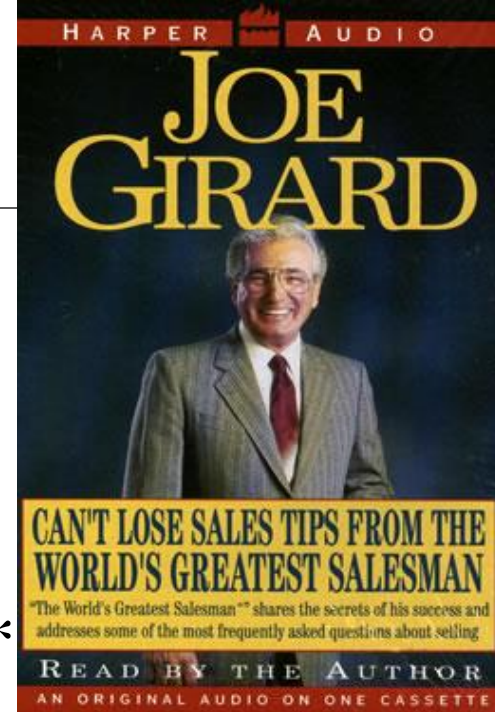


Joe Girard



- Totally turned his life around...
- Became #1 big ticket sales person ever!!!*
- Sold 13,001 cars... one at a time from dealership
- Averaged 6 car sales a day; 18 in one day
- He redefined customer intimacy
- Maintained meticulous records of all prospects
- Each prospect customer received at least 12 cards from him a year... usually more

* Source- Guinness Book of Records





It is important to have rules or principles by which you intend to live your life and lead your veterans

- Lou Holtz had three rules he wanted his players to live by
- “Do the right thing”
- “Be the best you can be at whatever you do”
- “Show people you care”





April 11-13, 2017 Chicago Northwest • Schaumburg Renaissance Convention Center

- All of you are here in 2017... trying to succeed in your cabinets and closets businesses
- I have a question for you... where do you want to be in 5 years?
- I have brought 5 copies we can draw cards for...





My Top 10 Tips for Life

1. “Be nice to the people you meet on the way up because you never know who you will into on the way down”... show people that you care
2. Ne concerned with your character- “Your reputation is what others think of you. Your character is who you really are”
3. “Respect is built up of hundreds of positive deeds and destroyed by one stupid one”
4. “Leadership and learning are indispensable to each other”- Keep learning new things
5. Celebrate diversity... judge people “not by the color of their skin but by the content of their character”
6. Life is not fair- “it is not how hard you fall in life but rather how high you bounce back”
7. Set your goals high- “Aim low... boring... aim high... soaring” Write them down check them often
8. Cherish family and friends- “life is not about holding good cards but playing well those you’re dealt”
9. Keep your Higher Power as your CEO- love and forgive- “Without forgiveness, there is no future”
10. Find a way to serve your Country- The blanket of freedom we enjoy has been provided by many

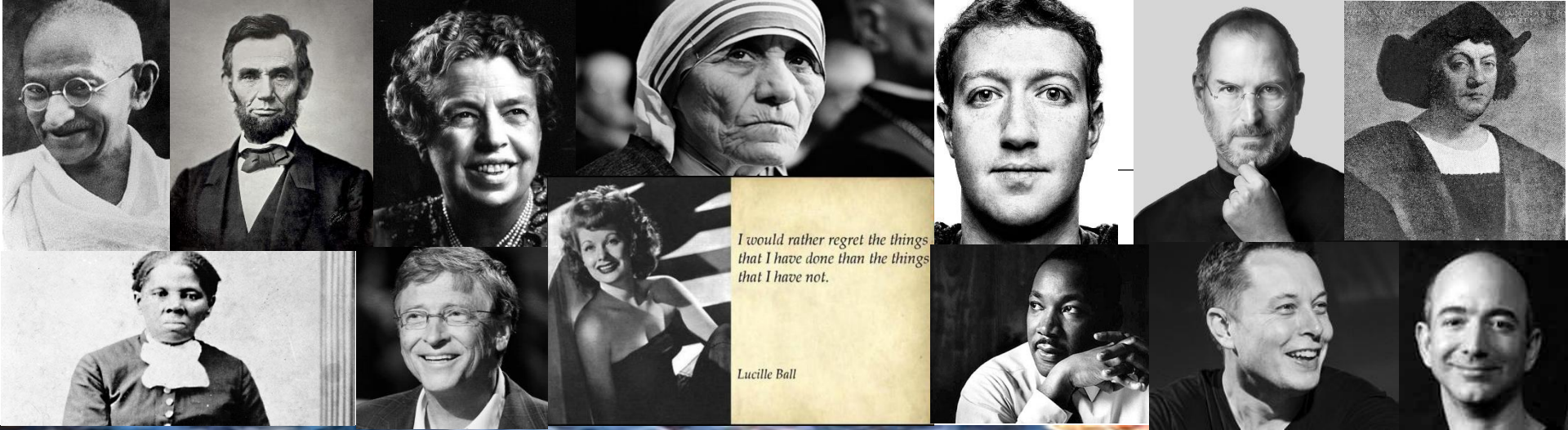




Top 10 Tips for Life from a Credible Source

➤ <https://www.youtube.com/watch?v=pxBQLFLei70>





**People who are crazy
enough to think they can
change the world, are the
ones who do.**