

ENTREPRENEURSHIP

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LESSONS LEARNED

- **BEST SECRET IS NO SECRET**
- **HONESTY IS BEST POLICY**
- **PROBLEM SOLVING IS FOCUS**
- **LEARN FROM MISTAKES**
- **CHANGE IS GOOD**

WHO AM I

- **Born & Raised in Chicago**
- **Moved to CA @ 18 yrs. old**
- **Twin married to Twin**
- **Problem Solver**

BACKGROUND / UPBRINGING

- **EDUCATIONAL HISTORY**
- **ILLINOIS TO UCLA TO PEPPERDINE**
- **MY 8 CAREERS**
- **FROM CHEMIST TO DEVELOPER**

MY CAREER PATH

- **MY 1ST JOB – Chemist & Mentor**
- **Value Engr to UCLA Teacher**
- **Aerospace Engineer to Consultant**
- **Consultant to Start of 1st Company**

CAREER PATH (CONTINUED)

- **1ST SOFTWARE DEVELOPMENT**
- **SALE OF CO. LEAD TO MBA**
- **DEVELOPED 41 SHOPPING CTRS.**
- **DEVELOPER TO EXPERT WITNESS**

WHAT IS NEXT

- **There is always a “next”**
- **Be Creative e.g. Value Engr.**
- **Think “OUTSIDE OF THE BOX”**
- **EMBRACE CHANGE**

And finally.....

- **REMEMBER: THE LEARNING CURVE**
- **CONTINUALLY RE-DEFINE SUCCESS**
- **CHANGE IS GOOD – LEARN FROM MISTAKES**