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VOL 2, ISSUE 1



CONNECTING AND INSPIRING YPO-WPO'S GLOBAL LEADERS

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**BEST PRACTICES,
BOLD LEADERS, BIG IDEAS**

14 YEARS OF THE GLOBAL
LEADERSHIP CONFERENCE



SPOUSES, PARTNERS
POWER UP A
BUSINESS NETWORK

TRAILBLAZERS ON A
FAST TRACK: TODAY'S
ENTREPRENEURS

DEAL TALK:
CHANGING
THE FACE OF
BUSINESS

RECORD 2,795
CONVENE IN
ISTANBUL

YPO
GLOBAL EDGE
TO LAUNCH
IN 2014

THE WRITE STUFF

Member, spouse and partner authors offer insight and imagination

By Mary Woods

From autobiographies to entrepreneurial strategies, YPO and WPO members and spouses have penned an eclectic assortment of works. The next time you find yourself looking for a good read, select one from our list of YPO and WPO authors.



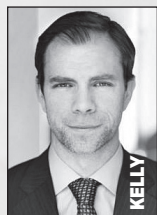
BENTALL

Leaving a Legacy: Navigating Family Business Succession, by **David Bentall** (WPO British Columbia), examines the issue of succession planning in family-owned businesses. Bentall blends his own experience as a family business owner with best practices, analyzing why the fundamental principles applied to most businesses do not address the complexity faced by the modern family business. His examination is deepened by 19 years of peer exchange as a YPO and WPO member and Forum moderator. This is Bentall's second best-selling book. His first, *The Company You Keep: The Transforming Power of Male Friendship*, won two Word Guild Book Awards in 2005.



EL FEKI

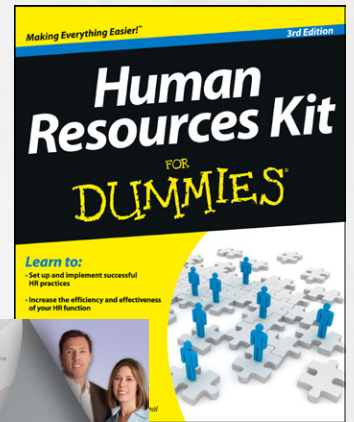
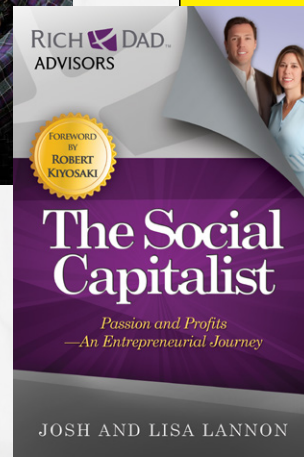
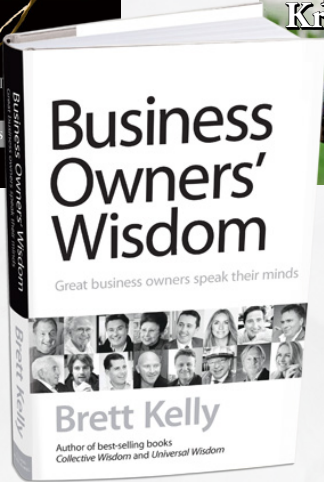
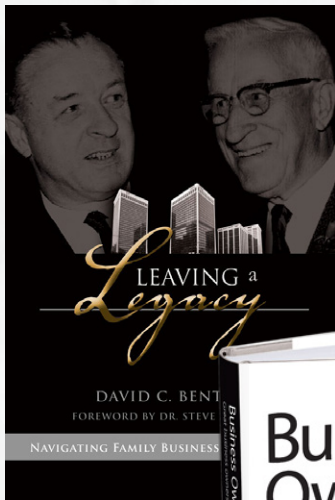
With political change sweeping the Arab world, Shereen El Feki (spouse, WPO London) looks at an upheaval a little closer to home — in the sexual lives of men and women in Egypt and across the Middle East. Her new book, *Sex and the Citadel: Intimate Life in a Changing Arab World*, takes a fresh look at the sexual history of the region and brings new voices to the debate over its future. El Feki shares a highly personal and often humorous account of one woman's journey to better understand Arab society at its most intimate and, in the process, to better understand her own origins. Based on five years of research, *Sex and the Citadel* offers a timely examination of everyday lives in a part of the world that is changing before our eyes. El Feki is a writer, broadcaster and academic. She served as vice-chair of the United Nations Global Commission on HIV and the Law, representing the Arab region, and is a member of the Global Experts network of the United Nations Alliance of Civilizations.



KELLY

How do entrepreneurs survive and thrive? *Entrepreneurs + Mentors = Success: 22 Convincing Stories*, by **Barnett C. Helzberg, Jr.** (WPO Kansas City), is a compilation of case histories and stories from 22 resilient people who grew their companies with the help of mentors participating in the Helzberg Entrepreneurial Mentoring Program (HEMP). The former owner and president of Helzberg Diamonds, Helzberg founded HEMP in 1995, inspired by his 23-year mentoring relationship with the late pharmaceutical entrepreneur, philanthropist and Kansas City Royals baseball team owner Ewing Kauffman, whom he met at a YPO seminar. HEMP matches successful entrepreneur-mentors with less-experienced small business owners. Readers will learn not by rules or truisms but through the missteps and triumphs of business owners who navigated the extreme ups and downs of entrepreneurial life.

Brett Kelly (YPO Sydney Pacific) unlocks the minds of 16 Australian business icons, including Tom Waterhouse, Mark Carnegie, Imelda Roche and Lorna Jane Clarkson, in his latest book, *Business Owners' Wisdom: Great Business Owners Speak Their Minds*. A successful business owner himself as the founder and CEO of Kelly+Partners, one of Australia's leading accounting firms, Kelly asks his subjects to share their thoughts on success and significance. What wisdom did they gain from years of hard work, and how did it shape their lives? Is passion or brains more important in developing a great company? How do people achieve extraordinary feats in business? Every story is unique and often completely unexpected. As Kelly discovers, the life of a business owner rarely goes to plan, but it's never dull.



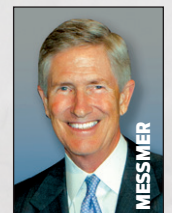
Known as a visionary adventurer, **Rick Kroos** (WPO Hong Kong) received the bronze star while serving in the U.S. Army Corp of Engineers in Vietnam and later arrived in Hong Kong in 1969. *Kroos Control: American Roots, Chinese Traditions* is an autobiographical account of an accidental North American expatriate who embraced Chinese traditions and culture to emerge as a leader in the Hong Kong skyline construction transformation. Kroos spearheaded the engineering design support to U.S. corporations as a “reverse comprador” in their expansion into China from 1979 onward and established a network of design offices throughout Southeast Asia. You will gain insight into the Hong Kong expatriate lifestyle of the 1970s and '80s, as well as an insider's perspective on the lead-up to the 1997 handover of the colony as a Special Administrative Region of the People's Republic of China. Kroos details several projects, including the collaboration with architects I. M. Pei on the Fragrant Hill Hotel outside of Beijing, Sir Norman Foster on the Hong Kong and Shanghai Bank headquarters, and César Pelli on the International Finance Centre in Hong Kong.

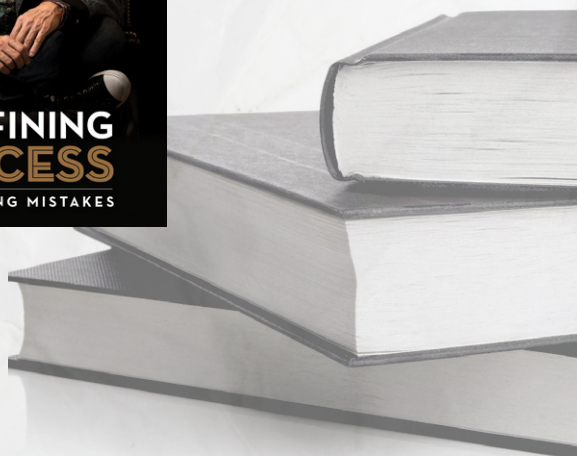
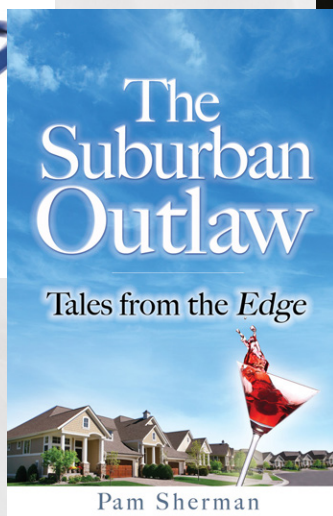
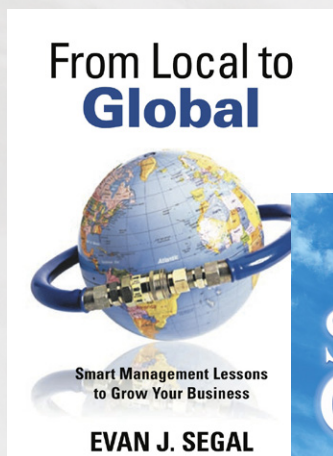
Social entrepreneurs and authors Lisa and **Josh Lannon** (YPO Arizona) are leading by example. Their book, *The Social Capitalist* (Rich Dad Series), offers strategies for how to grow a business with a conscience. The founders of Journey Healing Centers, private drug and alcohol treatment facilities, the Lannons believe that the more a company profits, the greater the potential for social impact. The couple shares how the company secured initial funding of US\$1.5 million, grew to 100 employees/contractors in multiple

cities, received its B Corporation certification, and regularly donates time and money to charities. Their international speaking engagements and community outreach programs are a testament to the power of the message that doing good is good for business.

Doug Levy (YPO North Texas), founder and CEO of MEplusYOU marketing agency, believes that the only way to achieve sustainable success is by building more authentic customer relationships and delivering positive impact beyond profit. Co-author of *Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results*, Levy, who offers an owner's manual for business in the emerging “Relationship Era,” views marketing as a powerful but largely untapped force, undermined by the prevalent orientation of persuasion. His book examines how commerce depends not on what you say, or even what you produce, but on who you are. Instead of projecting an image of their choosing, brands today must locate their inner selves, discover their core purpose and create common causes with the outside world. Patagonia, Krispy Kreme, Citibank and Panera Bread are cited as examples of Relationship Era success models.

Max Messmer (WPO Northern California), a leading expert on human resources and employment issues, is chairman and CEO of Robert Half International, the world's largest specialized staffing firm. His latest book, *Human Resources Kit for Dummies*, is a one-stop resource for information on anti-discrimination legislation; measuring performance; hiring, firing, and retaining employees; and training and development plans. The





guide covers the role of social media tools in online networking and recruiting and offers advice for creating the right benefits package, minimizing healthcare costs and ensuring a competitive compensation package.

In *Beyond the Robe*, philanthropist **Bobby Sager** (WPO New England), the recipient of YPO-WPO's 2012 Hickok Award, tells the story of Science for Monks, a groundbreaking program integrating Western science with the monastic curriculum of Tibetan Buddhism. Readers will learn about the 1,500-year-old tradition of Buddhist monks, and how their focus on study, debate, prayer and meditation is now broadening to encompass science and technology. In conjunction with the book launch, the Sager Family Foundation has established a new collaborative program, "Science, Monks and Technology," with the Dalai Lama Center for Ethics and Transformative Values at the Massachusetts Institute of Technology.



Businessman and philanthropist **Evan J. Segal** (WPO Pittsburgh) shares insight on how to grow companies in today's global marketplace in his latest book, *From Local to Global: Smart Management Lessons to Grow Your Business*. After transforming Dormont Manufacturing Company from a small business into an international success story, Segal was tapped by U.S. President Barack Obama to serve as the chief financial officer of the U.S. Department of Agriculture and as a member of the White House Innovation and Information Policy Task Force. A well-known business analyst and commentator for *The Wall Street Journal Radio Network* and *Bloomberg Radio*, Segal provides business owners with invaluable "smart management lessons" that will

help them navigate the challenging environment that they face in today's global economy.

Pam Sherman (spouse, WPO Empire State) is an attorney, actress and writer who combines a business background with creative skills to lead the EDGE: Explore, Dream, Grow & Excite, a program that teaches business leaders how to enhance their communications, business development and leadership skills. In her book, *The Suburban Outlaw: Tales from the EDGE*, a compilation of columns, Sherman looks at suburban life in the United States from the vantage point of an irreverent outsider determined to live life fully, both for her family and for herself. With her funny, tender and ironic voice, Sherman definitely has an edge: the determination to explore, dream, grow and excite.

W. Brett Wilson (WPO Alberta) was the co-star of CBC's award-winning *Dragons' Den* and host of Slice's *Risky Business*. A member of the Order of Canada and recognized as one of Canada's top-ranked investment bankers, Wilson saw opportunity where others saw roadblocks and pursued business with uncompromising focus. In the process, his marriage and his health suffered greatly: He was rarely home as his children were growing up, divorce became inevitable and cancer struck at age 43. In his book, *Redefining Success: Still Making Mistakes*, Wilson shares how he chose to redefine his life, making health and key relationships his first priorities. His book, which is not just for entrepreneurs and business people, outlines how we can change our lives by redefining success and developing a life plan that is feasible, lasting and rewarding. ▲

