



AIE - The Imaging Executive

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Once upon a dream

"Dream Inc." presents strategies from 32 successful entrepreneurs

[Once upon a dream](#)

[President's corner: What really matters](#)

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Michael Capuzzi always wanted to write a book. But as president of **Persistent Marketing Inc.**, Philadelphia, Pa., a thriving direct marketing consulting company, and father of two young children, he just couldn't find the time to focus on a subject -- much less do the actual writing. So, it was fortunate when the perfect subject matter struck him out of the blue while on a Labor Day weekend trip to the Jersey shore.

"Storytelling dates back thousands of years, and it's a very powerful method of getting information from one person to another," he says. "I thought, *What if I could leverage the stories of other successful entrepreneurs? What if I could share their stories with other entrepreneurs?*"

In what could only be world-record speed, Capuzzi ran with the idea, contacting other successful business owners for their stories, putting the book together and going to print about 100 days after the concept first hit him. Released early this year, the book is a collection of chapters written by more than 30 entrepreneurs in Philadelphia, Pa. Although these business leaders happen to share the same city, the strategies and advice they present apply to entrepreneurs anywhere.

There are two groups of people for whom the book is intended, Capuzzi says: "wantrepreneurs" -- people either new to business ownership or still thinking about starting a business -- and those who have run their own businesses for years.

Capuzzi designed the book to offer brief, easy-to-understand concepts that can be applied right away. He calls them "nuggets of wisdom." One of his favorites -- as one would expect -- is the nugget from his own chapter in the book.

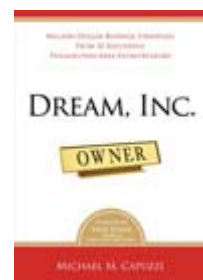
"I've been in business for myself for the last 10 years; and in the last 2 years, I have had tremendous growth in lots of ways -- not just financially. This nugget is the difference in why I have had that growth," he says. "It's this: *Put yourself in the deliberate presence of more successful entrepreneurs, and open yourself to learning and gaining as much knowledge and wisdom as you can from them.*"

"I boil that down to what I call the 'power of association,'" Capuzzi continues. "If you're hanging around people who either don't see your vision in business or who aren't inspiring you to do bigger and better things, add more value, and create a better world, then you are not reaching your potential. So putting yourself in the deliberate presence of other successful people is critical."

Along a similar theme is a nugget from cosmetic surgeon **Dr. James Fairfield**: *Find like-minded people who can help. You are not alone. Surround yourself with those you admire most. The concept of a mastermind group is the most valuable asset for any business. Find*



Michael Capuzzi



one, join one, or make one.

Contributor **Ralph Archbold**, an author and a world-renowned **Benjamin Franklin** impersonator, offers this: *It's all about what you're giving and what you're contributing to the world. Ben Franklin left us with this gem of a nugget: "The noblest question in the world is what good may I do when I'm in it?"*

Capuzzi says even the process of putting the book together taught him a couple lessons he can apply to business: set realistic expectations and really understand those of the people around you; and never underestimate the impact you can have on others.

That impact is something he's willing to share. The book ends with an invitation for other entrepreneurs to do their own regional "Dream Inc." book.

"I could see things like a 'Dream Inc. Detroit,' and a 'Dream Inc. Orlando,'" he says. "The most successful businesses I have come across are those with systems in place, whether they are marketing systems, client retention systems, or client acquisition systems. A system is a process you have in place that can operate with or without you. With this book, we have created a system for attracting entrepreneurs, for getting the chapters written, for getting PR and exposure on the back end, and for getting the book published quickly. Now, the goal is to replicate that around the country."

[<<back to top](#)

President's corner: What really matters

I count myself fortunate in my abundance of industry friends.

I first associated with **PMA** in 1979. Not only did the business and technical meetings teach me a lot; but the social interaction, and meeting people with the same problems and challenges I had was like a dream come true. Here was a group that understood my supplier issues. They had the same weird customer problems and the same frustrating employee dilemmas. I looked forward to **APCL** meetings (then **APCI**, and now **AIE** meetings) and the time spent together. Those meetings enabled me to walk the trade show floor at PMA and network with numerous friends, both suppliers and competitors. PMA has and will continue to be the catalyst for both personal and business growth in our industry.

I have also been fortunate to be invited for 22 years to an annual industry event called The ProLab Classic Golf Tournament. Now, *there* was another great idea to allow industry leaders to become even closer. Being in a golf foursome with a supplier and three imaging peers and attending intimate cocktail parties allow attendees to establish invaluable lifelong relationships. Though ProLab is a private, invitation-only event for imaging leaders, it adds to what PMA has offered through the years -- relationship building.

Now, starting in 2009, the ProLab event is opening its doors to "nongolfers." With only 5 hours every morning for the golf, the social hours outnumber golf hours. Nongolfers have been left out in the past (sorry), so this move will be a win-win for all. The goal is for this event to be "friendly," whether you golf or not. Since AIE is a sponsor of the ProLab event, as an AIE member, you are eligible for an invitation. AIE feels sponsorship of this event will provide the significant value of new contacts and relationships you can expect with AIE membership. If you would like to be included on the 2009 invitation list, go to www.prolabgolf.com and e-mail your information. Numbers are limited; however, openings become available. Don't miss this spectacular event. While you're on the site, check out previous events and photos. Hopefully, by the time you read this, a video of the 2008 event will be on the site. It is a riot.

Also, if you haven't attended a 6 Sight Future of Imaging Conference yet, please consider attending this year. The 6



Kim Toren-Freeman,
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